



Care Camps Foundation

Where Hope Takes Root

Supporting pediatric oncology camps so children with cancer can experience the healing power of the outdoors.



IMPACT REPORT 2025

carecamps.org



Our Mission

Care Camps Foundation is on a mission to provide opportunities for children with cancer to experience joy, belonging, and the healing power of the outdoors at no cost to their families.



Our Vision

We envision a world where every child with cancer can experience the joy, belonging, and healing power of camp.



Why We Exist

More Than 40 Years of Impact

For more than four decades, we have helped make camp possible for children with cancer and their families. *What began as a grassroots effort by the Kampgrounds of America Owners Association has grown into a bi-national non-profit organization solely dedicated to supporting pediatric oncology camps across the United States and Canada.*

The Healing Power of the Outdoors

We are grounded in a simple belief: the outdoors can heal in ways nothing else can. For children whose lives are shaped by hospitals, treatments, and routines, camp offers fresh air, movement, laughter, and space to feel free again. *Through consistent support and trusted partnerships, we help create the conditions where hope can grow year after year.*

Kids Can Be Kids

At camp, children with cancer are not patients. They are campers. They don't have to explain themselves, and they are surrounded by peers who understand. *We exist to protect and strengthen that experience—ensuring camps can provide safe, medically supervised environments where kids can play, try new things, and be kids.*

A Breath of Relief for Families

For families navigating childhood cancer, camp is more than a rare exhale. It's a place where the whole family is seen and supported. Many oncology camps offer family weekends, retreats, and sibling programs, creating space for parents and caregivers to connect with others who understand, and for siblings to have their own camp experience and community. *We help remove financial barriers, so these medically supervised experiences are available at no cost, giving families something dependable during an otherwise uncertain time.*

Trusted, Transparent Support

Care Camps Foundation provides consistent support in close partnership with the Children's Oncology Camping Association (COCA). *Transparency and accountability guide every decision, allowing donors to give with confidence and camps to plan for the future with stability.*



Care Camps
Foundation

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Message from Our Chair

Dear Friends,

We're so pleased to present this impact report marking Care Camps Foundation milestones supporting pediatric oncology camps across the United States and Canada in 2025. Your generosity has helped thousands of children with cancer experience joy, belonging, and the healing power of the outdoors at no cost to their families.

Our whole team is committed to this cause as shared work of the heart. This is because at camp, children who've endured months and years of hospitals, needles, and fear, rediscover what it means to laugh, play, and simply feel like they belong. That sense of community and being among their own curates confidence, courage, and hope, offering up priceless restoration and memory-making for these kids, their siblings, and parents. Your generous contributions make this possible, and we are immensely grateful.

As a Charity Navigator four-star-rated and Candid (GuideStar) platinum-ranked, bi-national nonprofit, Care Camps Foundation partners with the Children's Oncology Camping Association (COCA) to provide grant awards among COCA-affiliated camps in various settings benefiting kids and families across North America. You'll see in these pages the many ways your support helps make the magic of these camps happen. On behalf of the Care Camps team, volunteer Board, and our ambassadors, we can't wait to build on our work with you and expand the engagement of new partners in the year ahead!



Warmly,

Rebecca Kirch

Rebecca Kirch, JD

*Board Chair, Care Camps Foundation
Executive Vice President, National
Patient Advocate Foundation*

Our Core Values



We Put Kids First

Children come before everything else. Every decision we make is guided by what helps kids feel like kids again.



We Are Passionate

We believe every child facing cancer deserves moments of joy, belonging, and healing through safe, medically supervised camp experiences.



We Are Collaborative

We work alongside camps, donors, corporate partners, and outdoor industry leaders to strengthen the pediatric oncology camp community and expand access to camp.



We Are Transparent

We honor the trust placed in us through careful stewardship and clear communication about how funds are raised, allocated, and used.



We Are Inclusive

We support camps that create welcoming environments where children and families from every background feel seen, understood, and connected.

Our Impact Together in 2025

Care Camps Foundation is proud to provide consistent funding to a bi-national network of pediatric oncology camps that serve children and family members each year. This funding helps camps deliver safe, accessible, medically supervised experiences *where kids get to be kids and families find community.*



Thanks to your generous donations, in 2025, Care Camps Foundation awarded grant funding to 125 pediatric oncology camps – 109 in the U.S. and 16 in Canada.

Collectively, the camps we funded served over 47,000 children living with cancer, siblings, parents and other family members. Overall, the camps had an enormous impact on the number of lives touched through the various camping programs offered.

- ✓ Most camps served children and teens between 6 and 18 years of age.
- ✓ Overnight residential camp was the most common type of program offered.
- ✓ In addition, ‘Camp-in-a-Box’ Kits were distributed by many camps to children who could not attend on-site camp programs.
- ✓ Eight types of camp programs were offered among the camps: Overnight Residential Camp, Day Camp, Sibling Camp, Family Retreat, Bereavement Camp, In-hospital Program, Outpatient Clinic Program, and Virtual Camp.
- ✓ Many camps also provided special programs in addition to their regular activities, including leadership skills training, STEM/STEAM projects, and environmental and nutrition education.

NUMBER OF PEDIATRIC ONCOLOGY CAMP ATTENDEES IN 2025

ATTENDEES	# SERVED		
	U.S.	Canada	Total
Campers (children living with cancer or in remission)	15,326	3,944	19,270
Parents	11,240	1,978	13,218
Siblings	12,010	1,824	13,834
Other Family	1,181	4	1,185
Total Lives Touched	39,757	7,750	47,507

To see our complete 2025 Pediatric Oncology Camps Impact Summary, visit carecamps.org/impact-reports.

Our Partnership: Children's Oncology Camping Association



Care Camps Foundation raises and stewards funds that are distributed as unrestricted support to pediatric oncology camps across the U.S. and Canada, who are members of the Children's Oncology Camping Association (COCA). In close partnership with COCA, we help ensure camps meet high standards for safety, medical oversight, and quality—so children and families can attend at no cost.

In addition to providing grant funding for COCA member camps, Care Camps Foundation supported COCA's key initiatives in 2025, including:

Gold Ribbon Accreditation Program

Care Camps provided funding to support **COCA's implementation of quality assurance policies and practices** for COCA members. The Gold Ribbon Accreditation Program involves a multi-year process that culminates in a final on-site accreditation visit. Care Camps specifically funds the travel costs for medical experts' accreditation visits.

Professional Development and Education

Care Camps provided funding to support **COCA's Annual Conference, including the Karen McAndrews Scholarship Fund, and to host webinars** for its member camps throughout the year.



"Being a COCA Accredited camp reassures our families, volunteers, and donors that we meet the highest standards in oncology camping and remain committed to continuous improvement."



"The training provided me with actionable steps I could apply to making my staff better for this coming summer!"



"These sessions are truly insightful with content focused on challenges all our camps face, regardless of size or infrastructure."

To learn more about our partnership with COCA, visit carecamps.org/coca-partnership.

Camps We Support

United States

Camp Rising Sun MS
Millport, Alabama

Rapahope
Mobile, Alabama

Smile-A-Mile
Birmingham, Alabama

Camp Rainbow
Williams, Arizona

Arizona Camp Sunrise and Sidekicks
Payson, Arizona

Candlelighters Family Camp
Mt Lemmon, Arizona

Camp Quality Arkansas
Morrilton, Arkansas

Camp Reach for the Sky
Pine Valley, California

Camp Ronald McDonald for Good Times
Mountain Center, California

Camp Sunshine Dreams
Lakeshore, California

Dream Street Foundation
Lake Hughes, California

Sunrise Day Camp Orange County
Santa Ana, California

Camp Okizu
Livermore, California

Nighthawk Ranch
Guffey, Colorado

Sky High Hope Camp
Bellvue, Colorado

Camp Wapiyapi
Woodland Park, Colorado

Camp Courage Colorado
Jamestown, Colorado

Camp Rising Sun
Colebrook, Connecticut

Camp UOTS
Miami, Florida

Camp Boggy Creek
Eustis, Florida

Aurora Day Camp
Atlanta, Georgia

Camp Peach Pals
Atlanta, Georgia

Camp Rainbow
Lincolnton, Georgia

Camp Sunshine
Rutledge, Georgia

Camp Anuenu
Waialua, Hawaii

Camp Magical Moments
Swan Valley, Idaho

Camp Journey NW
Post Falls, Idaho

Camp Rainbow Gold
Fairfield, Idaho

Camp HIS KIDS
Waterloo, Illinois

Camp Hope Foundation
Lexington, Illinois

Camp Quality Illinois
Ingleside, Illinois

Camp Kids Are Kids Chicago
Chicago, Illinois

Sunrise Day Camp- Chicago
Lake Zurich, Illinois

Camp Quality Kentuckiana
Underwood, Indiana

Camp Watcha-Wanna-Do
Wolcottville, Indiana

Camp Little Red Door
Martinsville, Indiana

Camp Heart Connection
Johnston, Iowa

Camp Hope
Clafin, Kansas

The Center for Courageous Kids
Scottsville, Kentucky

Kids Cancer Alliance
Perryville, Kentucky

Heart of Passion
New Orleans, Louisiana

Camp Sunshine at Sebago Lake
Lake Casco, Maine

Rett's Roost
Ogunquit, Maine

Camp Sunrise, Inc.
Annapolis, Maryland

Horizon Day Camp
Stevenson, Maryland

Camp B'More
Baltimore, Maryland

Camp Casco
Wellesley, Massachusetts

Camp Dalton Dreams
Boston, Massachusetts

Dream Day on Cape Cod
Brewster, Massachusetts

Camp Ramah Sasson
Palmer, Massachusetts

Camp Casey
Harbor Springs, Michigan

Camp Quality Michigan
Beaver Island, Michigan

Special Days Camps
Fenton, Michigan

Camp Catch-A-Rainbow
Jackson, Michigan



Camps We Support [continued]

Camp Quality Ozarks

Neosho, Missouri

Camp Quality Central Missouri

St. Clair, Missouri

Camp Quality Northwest Missouri

Excelsior Springs, Missouri

Camp Quality Kansas Missouri United

Excelsior Springs, Missouri

Camp Quality Greater Kansas City

Excelsior Springs, Missouri

Camp Rainbow

Dittmer, Missouri

Cancer Support Community Montana

Gold Creek, Montana

Camp Māk-A-Dream

Gold Creek, Montana

Eagle Mount Bozeman Big Sky Kids

Bozeman, Montana

Camp Quality Heartland

Fremont, Nebraska

Camp Firefly

Las Vegas, Nevada

Camp No Worries

Tabernacle, New Jersey

Camp Quality New Jersey

Hardwick Township, New Jersey

Happiness Is Camping

Hardwick, New Jersey

Candlelighters' Oncology Camps

Mayhill, New Mexico

Camp Enchantment

Torreon, New Mexico

Camp Simcha

Glen Spey, New York

Camp Good Days & Special Times

Branchport, New York

Camp Happy Times

Tyler Hill, New York

KiDS NEED MoRE Camp

Roscoe, New York

Sunrise Day Camp - Staten Island

Staten Island, New York

Sunrise Day Camp - Long Island

Wheatley Heights, New York

Sunrise Day Camp - Pearl River

Orangeburg, New York

Camp CARE

Lake Lure, North Carolina

Camp MerryTimes

Hendersonville, North Carolina

Camp Quality Ohio

Burbank, Ohio

Camp Ukandu

Gresham, Oregon

Camp Millennium

Otis, Oregon

Camp Dost

Millville, Pennsylvania

Ronald McDonald Camp

Greely, Pennsylvania

Sunrise Day Camp - Greater Philadelphia

Wynnewood, Pennsylvania

Camp Happy Days

Charleston, South Carolina

Camp KEMO

Eastover, South Carolina

Camp Rise Above

Eastover, South Carolina

Camp Courage

Marietta, South Carolina

Camp Bring It On

Florence, South Dakota

Austin Hatcher Foundation

Chattanooga, Tennessee

Camp Horizon

Kingston Springs, Tennessee

Camp iHope

Graford, Texas

Camp Quality Texas

Huntsville, Texas

Camp Sanguinity

Meridian, Texas

Camp Discovery

San Antonio, Texas

Camp CAMP

Center Point, Texas

Camp H-Town

Houston, Texas

Camp Periwinkle

Burton, Texas

The Rainbow Connection

Burton, Texas

Camp Hobe'

Tooele, Utah

Camp Ta-Kum-Ta

South Hero, Vermont

Camp Fantastic

Front Royal, Virginia

Sunrise Day Camp - Greater Washington

Fairfax, Virginia

Camp Reed at Camp Goodtimes

Deer Lake, Washington

The Goodtimes Project

Vashon, Washington

Camp Sparkle

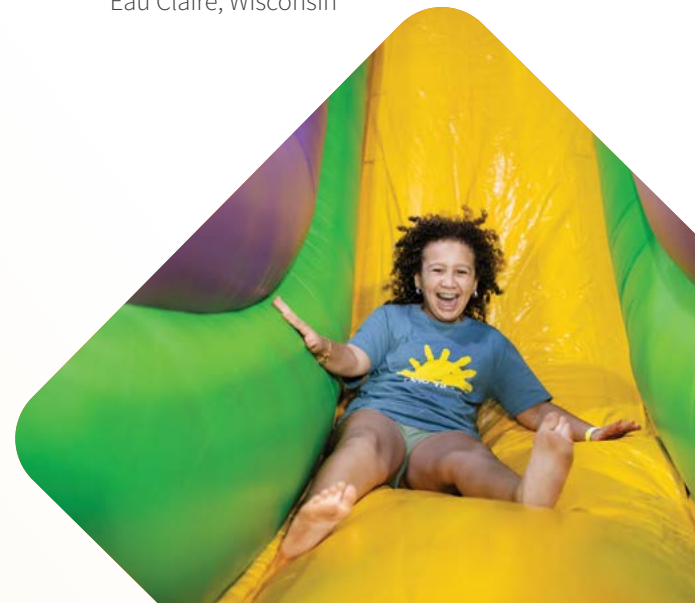
Seattle, Washington

Camp One Step

Williams Bay, Wisconsin

Joshuas Camp Corporation

Eau Claire, Wisconsin



Camps We Support [continued]

CANADA

Camp Quality Alberta

Bragg Creek, Alberta

Camp Kindle

Water Valley, Alberta

Canadian Cancer Society's Camp Goodtimes in BC

Maple Ridge, British Columbia

West Coast Kids Cancer Foundation City Camp

Surrey, British Columbia

Camp Quality Manitoba

Winnipeg, Manitoba

Camp Goodtimes New Brunswick

Sunnyside Beach, New Brunswick

Camp Delight

Carbonear, Newfoundland

Camp Goodtimes Nova Scotia

Aylesford, Nova Scotia

Camp Quality Eastern Ontario

Lanark, Ontario

Camp Quality New Heights

Bracebridge, Ontario

Camp Quality Northern Ontario

Spanish, Ontario

Camp Quality Northwestern Ontario

Shebandowan, Ontario

Camp Quality Southern Ontario

Rockwood, Ontario

Campfire Circle Muskoka

Rosseau, Ontario

Campfire Circle Rainbow Lake

Waterford, Ontario

Camp Vol d'été Leucan

Orford, Québec

On the Tip of the Toes Foundation

Chicoutimi, Québec



To see the full list of camps we support and an interactive map, visit carecamps.org/camp-locations.

Our Partners in Canada

Care Camps Foundation is extraordinarily grateful for our partners who generously give their time and efforts to help us fundraise for the pediatric oncology camps we support in Canada. *Thank you to our special Canadian friends who went above and beyond for our mission in 2025!*



Canadian Recreational Vehicle Association

The Canadian Recreational Vehicle Association (CRVA) launched a yearlong fundraising effort, **RV The North Giveaway**, as part of CRVA's 50th anniversary celebration in February 2025 to bring together RV enthusiasts, dealers, manufacturers, campground owners and outdoor adventurers from across Canada to support Care Camps Foundation throughout the year.

The campaign featured a coast-to-coast CRVA 50th Anniversary RV Tour, in which the association traveled across Canada attending festivals, RV shows, and community events to promote the RV lifestyle while raising awareness and funds for Care Camps. Along the way, thousands of Canadians participated by purchasing tickets for a chance to win a Citation Reward travel trailer **generously donated by General Coach Canada of Hensall, Ontario**. The official drawing took place at the Toronto Spring Camping and RV Show on March 1, 2026.



Canadian Camping and RV Association

The Canadian Camping and RV Association (CCRVA) hosted **Canadian RV & Camping Month**, nationwide throughout the month of June 2025, and invited participating campgrounds to raise funds to support Care Camps Foundation. Campgrounds that signed up to participate received additional promotional benefits and were showcased throughout the campaign.

Canadian campgrounds can sign up to participate in CCRVA's 2026 Canadian RV & Camping Month fundraising at ccrva.ca/canadian-rv-and-camping-month.



RV Care Network

In addition to providing quality and relevant information about the RV lifestyle for the Canadian RV community, RV Care rallied its network of dealer associates and premier partners across Canada for an online fundraiser to support Care Camps Foundation during their virtual year-end meeting in 2025.



**British Columbia
Lodging and
Campgrounds
Association**

British Columbia Lodging and Campgrounds Association

The British Columbia Lodging and Campgrounds Association (BCLCA) turned generosity into impact by hosting an online auction to benefit Care Camps Foundation.



Camping in Ontario

Camping in Ontario launched an opt-in promotional fundraiser for Care Camps Foundation during Camping Month in Canada for their members to participate.



We Care – Corporate Award

In addition to our *We Care – KOA Awards* (see page 18), Care Camps Foundation honors a company each year that generously champions our mission.

The Canadian Recreational Vehicle Association (CRVA) received the top honor for its year-long 50th anniversary fundraiser, which was presented to Shane Devenish, CRVA President, at the RV Dealers Association Convention in Las Vegas, NV, November 2025.

Pictured: *Shane Devenish, CRVA President, and Gwynn Sullivan, Care Camps Foundation Executive Director.*



HAPPY TEARS AT WEST COAST KIDS CITY CAMP

Running, laughing, and excitement fill the days at West Coast Kids (WCK) City Camp, located in British Columbia—but for families facing childhood cancer, those moments mean everything.

The Joshi family’s world changed overnight when nine-year-old Aadi was diagnosed with leukemia. As he began chemotherapy, his younger brother Neil struggled emotionally with the sudden upheaval. When both boys joined WCK’s programs, first online and then in person, their mom Hema began to see a transformation. They came home from camp excited, happy, and full of stories about what tomorrow would bring.

For Hema, one moment stands out: watching Aadi—who often needed help walking due to treatment side effects—let go of her hand and ran towards her on his own. *“It gave me happy tears,”* she says.

Because of partners like you, WCK City Camp provides a safe, inclusive, medically supervised space—at no cost—for children with cancer or blood disorders and their siblings. Thank you for helping bring the magic of camp to families who need it most.



ALEXA'S FULL-CIRCLE JOURNEY AT CAMP FIREFLY

At 12 years old, Alexa was diagnosed with Ewing's sarcoma after a tumor was discovered pressing against her spinal cord. Fourteen rounds of chemotherapy and radiation followed—treatment that was physically and emotionally exhausting.

When she was finally well enough to attend Camp Firefly, located in Las Vegas, NV, everything changed. Surrounded by kids who understood her journey, Alexa found healing, connection, and hope.

The experience shaped her future. Now 18 years cancer-free, Alexa is a therapist with Candlelighters Childhood Cancer Foundation and serves at Camp Firefly as its Behavioral Specialist, "Spirit Captain," supporting campers and staff with compassion and lived experience.

From camper to counselor to leader, Alexa's story is a powerful reminder of the lifelong impact of camp.

NEW Events in 2025

DESIGNING
SPACES

AIRING ON



Care Camps Foundation was honored to be prominently featured on a special episode of *Designing Spaces® of Hope on Lifetime TV*. The show highlighted our mission and impact, and showcased **Happiness Is Camping**—the first camp that started our legacy over 40 years ago. The episode also featured the heartwarming stories of campers and families, as well as the collaborative spirit of national organizations coming together to support our mission.

*Thank you to the generous sponsors who made this production possible: **BrandStar, Patrick Industries, KOA, Inc., Hyundai Hope on Wheels, The J.M. Smucker Co, Mattel Children's Foundation, and Happiness Is Camping.***

The show is available to view on Care Camps Foundation's website.



Ryan Campbell, Happiness Is Camping Director, and Gwynn Sullivan, Care Camps Foundation Executive Director, during filming.



Care Camps Foundation partnered with the national **Recreational Vehicle Dealers Association (RVDA)** to launch a new campaign, *Compete for Kids*, for RV dealerships across the U.S. to join in a friendly competition to support pediatric oncology camps.

The campaign was held during September's Childhood Cancer Awareness Month and encouraged dealerships to engage their teams, customers, and communities in their creative fundraising efforts.

Thirty-four dealerships across 19 states participated in the inaugural year, showcasing the RV industry's commitment to Care Camps Foundation as its charity of choice.

The top three RV dealerships that generated the most fundraising were:

- 1st Place: Long View RV Superstores, Windsor Locks, CT.**
- 2nd Place: Setzer's World of Camping, Huntington, WV**
- 3rd Place: Hilltop Camper & RV, Fridley, MN**

Building on its strong debut, the Compete for Kids campaign will continue in 2026, and fundraising is scheduled for June to align with National Camping Month. RV dealerships can learn more and register at carecamps.org/rvda.



Lexi Roberts, Long View RV Superstores, Dealership Coordinator, and Jenna Berneck, Care Camps Foundation, Development Director.



In addition to RV dealership fundraising efforts, the **Pennsylvania Campground Owners Association** also launched its inaugural *Pennsylvania Compete for Kids* campaign, engaging guests and local communities in support of Care Camps Foundation.

The three top fundraisers were **Driftstone Campground, Mountain Vista Campground, and Starlite Camping Resort**, reflecting the strong community spirit of Pennsylvania campgrounds.

Following a successful first year, the campaign will return in 2026 during Childhood Cancer Awareness Month in September to expand its impact across the state.

Thank You To Our Partners

LEGACY 1,000,000+



DIAMOND \$250,000 - \$500,000+



PLATINUM \$100,000+



GOLD \$50,000+



Howard & Cyndy Livingston, and
Cindy Leone & the Venture Out Gang

SILVER \$25,000+



\$25,000+

- Brinkley RV
- Canadian Recreational Vehicle Association
- G&G Media Group *(In-Kind)*
- Southeast Publications *(In-Kind)*
- Southernmost Coconut Castaways
- Suzanne Giesemann Enterprises
- THOR Industries

\$15,000+

- BrandStar/Designing Spaces
- Hyundai Hope on Wheels
- RV Care Network
- Tempest Technologies *(In-Kind+)*
- Todd and Missy Cleveland

\$10,000+

- Jim and Sandy Rogers
- AGS A Division Of Texas Advertising *(In-Kind+)*
- Ecolink
- Horizon Transport
- Marco Polo Land
- Pfizer
- AutoMarine (RV Donation Program)

BRONZE \$5,000+

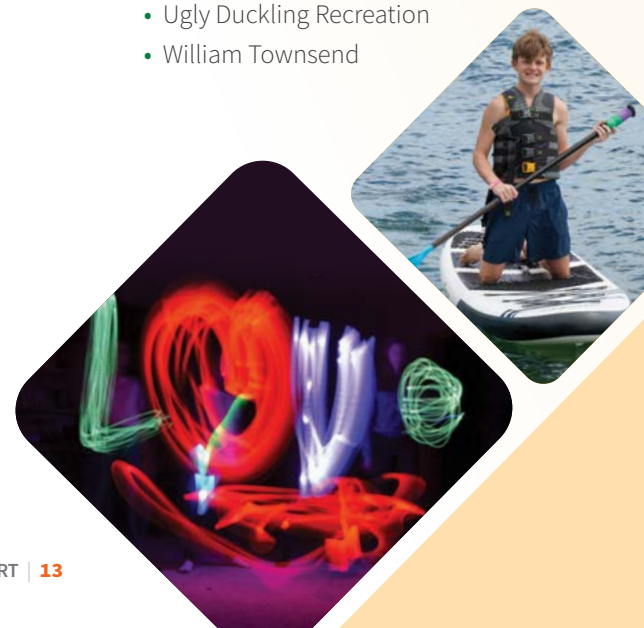


- BC Lodging & Campgrounds Association
- Brandon Pelissero
- Capital RV Center
- Cottingham & Butler
- FamAlly Cares
- Gerry Hodges
- Jeff and Melissa Rodino
- Klein and Melanie Merriman
- Paradise Ranch
- Preston Menlove
- Purpose In Expenses
- Rocky Top Power Run
- Scentsy
- Shawn Peterson
- St. Eugene Golf Resort Casino
- The J.M. Smucker Co.
- Triple E RV
- Unique Manufacturing & Marketing

BRONZE \$1,000+



- ACE Adventure Co.
- Alec Breeding
- All Seasons RV
- Amy P. Barnhardt
- Andy Metroka
- Angela Harness
- Ashley Nettleton
- Bambi Hanawalt
- Cameron and Abigail Hendricks
- Campers Inn RV of Atlanta - Acworth
- Camping.Tools
- Campkin's RV Centre
- Century Chemical Corporation
- Christina Camp
- Clean Seal
- Clear Creek RVs
- Cliff Elder
- Clint Bell
- Cooke & Cooke (*In-Kind*)
- Daryl Buck
- David Hirsch
- Debora Hankinson
- Debra Stockhill
- Dec-O-Art
- Donald and Jane Tiedeman
- Donald J. Clark
- Donald Popp
- Doug Gaeddert
- Driftstone Campground
- DRP Concepts
- Dynamax Owners Group
- Elisa Prato
- Florida RV Trade Association Region 7
- Gary and Dedra Whitaker
- Globetrotter RV
- Greenville Evening Rotary Charities/
Reedy River Rotary Charities
- Gwynn Sullivan
- Hilltop Camper and RV
- Howard and Catherine Wilcox
- Independence Bank
- James Cunningham
- James Pakkidis
- Jamie Rademacher
- Janet Hull
- Jason Calkins
- Jason Hershberger
- Jeff Hirsch
- Jill Currier
- Jim Hudson
- John Burke
- John Kieffer
- Judy Thompson
- Kathy Holland
- Kevin Slates
- Kristina Helbert
- Laurie Hirsch
- Lewis Camper MFG. & Sales
- Long View RV Superstores
- Marc and Starr Peterson
- Mark and Janet Gottdenker
- Mark and Karla Lemoine
- Mark Person
- Mattel Children's Foundation
- Matthew Holland
- Micah Tomaselli
- Mike Thompson Charities
- Mountain Vista Campground
- NAI Outdoor Hospitality Brokers
- Nate Thompson
- Niagara Trailers
- Paul and Deborah Brunoforte
- Pennsylvania Campground Owners
Association Educational Foundation
- Perry Hodies Photography
- Peter Lawrence
- Rebecca Kirch
- Rett Jaques
- Rex Nance
- Robyn Koromhas
- Russ Gibbons
- Sarah Anglin
- Setzer's World of Camping
- Sterling Rohde
- Summerhill Resorts
- The Wood family
- Tim Allen
- TJ Hayduke
- Toby O'Rourke
- Triangle RV Centre
- Ugly Duckling Recreation
- William Townsend



Thank You To Our KOA Partners



The KOA Legacy

In 1984, the Campgrounds of America (KOA) Owners Association helped launch what would become Care Camps Foundation, rooted in the belief that every child with cancer deserves the joy, belonging, and freedom of camp. That founding created a lasting commitment to making medically supported camp experiences possible at no cost to families.

More than four decades later, KOA's legacy lives on in the moments that matter most: new friendships, growing confidence, and the simple relief of getting to be a kid again. What began as a bold idea has grown into a trusted foundation strengthening pediatric oncology camps across the U.S. and Canada. It's proof that when a partner believes in camp, hope can take root for generations.

SILVER

\$25,000+

- KEI Campgrounds Enterprise
- Flagstaff KOA Holiday
- Okeechobee KOA Resort
- St. Petersburg/Madeira Beach KOA Holiday

\$15,000+

- 1000 Islands/Ivy Lea KOA Holiday
- Cadillac KOA Holiday
- Galveston Island KOA Holiday
- San Antonio/Alamo KOA Holiday
- Williamsport South/Nittany Mountain KOA Holiday

\$10,000+

- Alamosa/Great Sand Dunes KOA Journey
- Angola/Hogback Lake KOA Holiday
- Cape Hatteras/Outer Banks KOA Resort
- Catskill Mountains/Gilboa KOA Holiday
- Coloma/St. Joseph KOA Holiday
- Fancy Gap/Blue Ridge Parkway KOA Journey
- Gettysburg/Battlefield KOA Holiday
- Hiawassee KOA Holiday
- New Bern KOA Holiday
- San Diego Metro KOA Resort
- Santa Cruz/Monterey Bay KOA
- Sugarloaf/Summerland Key KOA
- Thunder Bay KOA Holiday



BRONZE \$5,000+

- 1000 Islands/Mallorytown KOA Holiday
- Barrie KOA Holiday
- Boston/Cape Cod KOA Holiday
- Canandaigua/Rochester KOA Holiday
- Cherokee/Great Smokies KOA
- Chicago Northwest KOA
- Cranbrook/St. Eugene KOA
- Crossville I 40 KOA Holiday
- Delaware Water Gap/Pocono Mtn. KOA
- Emmett KOA
- Fort Collins/Lakeside KOA Holiday
- Indianapolis KOA
- Lebanon/Cincinnati NE KOA Holiday
- Nashville KOA Resort
- Paris Landing/Kentucky Lake KOA Holiday
- Pigeon Forge/Gatlinburg KOA Holiday
- Salt Lake City KOA
- Temecula/Vail Lake KOA Holiday
- Townsend/Great Smokies KOA Holiday
- Virginia Beach KOA
- Wilmington KOA Holiday



BRONZE \$1,000+

- Anderson/Lake Hartwell KOA Holiday
- Asheville East KOA Holiday
- Asheville West KOA Holiday
- Austin East KOA Holiday
- Bar Harbor/Oceanside KOA
- Billings KOA Holiday
- Blue Ridge/Toccoa River KOA Holiday
- Boone KOA
- Bristol/Kingsport KOA Holiday
- Brown County/Nashville KOA Holiday
- Charlottesville KOA
- Chocorua KOA Holiday
- Coshocton KOA Holiday
- Dayton KOA Holiday
- Denver East/Strasburg KOA Holiday
- Door County KOA
- Elizabethtown/Hershey KOA Holiday
- Fort Pierce West KOA
- Goodland KOA Journey
- Grand Lake/Rocky Mountain Natl Park KOA
- Harrisonburg/Shenandoah Valley KOA Holiday
- Hattiesburg/Okatoma KOA
- Hixton/Alma Center KOA Holiday
- Huntington/Fox Fire KOA Holiday
- KCN Campgrounds
- Kentucky Lakes/Prizer Point KOA
- Lake George/Saratoga KOA Journey
- Las Cruces KOA Journey
- Las Vegas KOA Journey At Sam's Town
- Leavenworth/Pine Village KOA
- Lemolo Lake/Crater Lake North KOA
- Lena KOA
- Livingston/Paradise Valley KOA
- Louisville South KOA
- Lynden/Bellingham KOA
- Moab KOA Holiday
- Moss Landing KOA Journey
- Mt. Gilead/Mid-Ohio KOA
- Mystic KOA Holiday
- Naples/Marco Island KOA Holiday
- Natural Bridge/Lexington KOA Holiday
- Natural Bridge/Watertown KOA Journey
- Newberry/I-26/Sumter NF KOA
- Niagara Falls KOA Holiday
- Oregon Dunes KOA Holiday
- Philadelphia South/Clarksboro KOA
- Point South/Yemassee KOA Journey
- Port Huron KOA Resort
- Renfrew/Ottawa West KOA Journey
- Richfield KOA Holiday
- Rockport KOA Holiday
- Sault Ste Marie KOA Holiday
- Sheridan/Big Horn Mountains KOA Journey
- Skowhegan/Kennebec Valley KOA
- South Padre Island KOA Holiday
- Starbucks/Lyons Ferry Marina KOA
- Sweetwater/I-75/Exit 62 KOA
- Tucson/Lazydays KOA Resort
- Vernal/Dinosaurland KOA
- West Omaha/NE Lincoln KOA Holiday
- Williams/Exit 167/Circle Pines KOA Holiday
- Wisconsin Dells KOA Holiday
- Wytheville KOA Holiday
- Yellowstone Park/West Gate KOA

Gifts-In-Kind

We extend our heartfelt gratitude to all the businesses, organizations, associations and individuals that generously contributed gifts-in-kind to support our mission. Every donation has made a meaningful impact. **Your generosity fuels our work, and we are deeply grateful for your support.**

SERVICES

- Tempest Technologies
- Independence Bank
- Cooke & Cooke Attorneys and Counselors at Law

MARKETING

- AGS – A Division of Texas Advertising
- Ultra Graphics
- Southeast Publications

ASSOCIATIONS

- RV Industry Association
- RV Dealers Association
- Canadian RV Association
- British Columbia Lodging and Campgrounds Association
- Canadian Camping and RV Council
- Camping in Ontario
- Pennsylvania Campgroup Owners Association

VOLUNTEERS

- Our Board of Directors
- Our Ambassadors
- Melanie Merriman, PhD

MEDIA COVERAGE

- RV Business
- Woodall's Campground Magazine
- RV Pro
- RV News
- Modern Campground
- RV Life Magazine

PARTNERSHIPS

- For the Love of Kids and Camping

KOA CONVENTION

- KOA Inc. leadership and staff
- Live and Silent Auction donors
- Rollins Productions (Mike and Anne Reid)
- Clint Bell, Auctioneer

As we make every effort to recognize ALL our donors (financial and in-kind), we sincerely appreciate your contributions and apologize if we may have inadvertently omitted anyone.



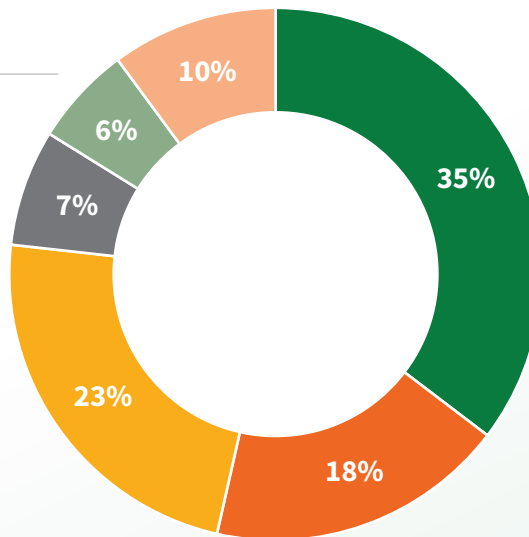
2025 Financial Overview

Care Camps Foundation is committed to maximizing every dollar raised so that pediatric oncology camps can open their doors to more children with cancer—and the families who walk this journey beside them. Because these camps are offered at no cost to the families, each donation directly expands access to life-changing camp experiences. *Simply put: the more support we receive, the more children we can help attend camp.*

Below is an overview of our main sources of revenue and major expense allocations.

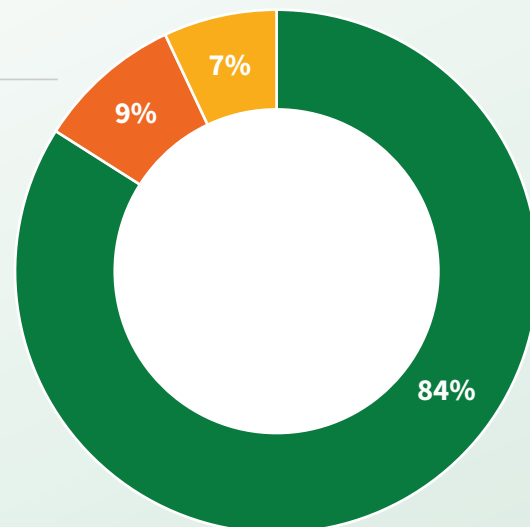
Revenue

- 35% Corporate
- 18% KOA Inc
- 23% KOA Campgrounds
- 7% KOA Convention
- 6% Individuals
- 10% Other (*Foundations, Fundraising Programs, etc.*)



Expenses

- 84% Program (*Funding for Camps, COCA, & Other*)
- 9% Development/Fundraising
- 7% Administrative



For more detailed financial information, visit carecamps.org/financials.



2025 We Care Awards

Since 2009, Care Camps Foundation has been honored to present our annual **We Care Awards** at the Kampgrounds of America (KOA) Convention to celebrate KOA campgrounds, companies, and individuals whose outstanding service greatly elevates and advances our mission.



WE CARE – SPECIAL RECOGNITION **KOA, Inc. and KOA Campgrounds**

Care Camps Foundation was started by a caring group of Kampgrounds of America owners who began fundraising to support pediatric oncology camps in 1984, and we are honored to be one of KOA's longest charitable relationships.

To honor our legacy partnership, a **special recognition** was presented to **KOA, Inc. and KOA campgrounds** for igniting our mission and contributing a cumulative total of over \$22 million to

Care Camps Foundation over the past 41 years, significantly helping to fund pediatric oncology camps across the U.S. and Canada since our inception.

Pictured: Rebecca Kirch, Care Camps Foundation Board Chair; Bre Bardson, KOA Owners Association President; Toby O'Rourke, KOA Inc. President & CEO; and Gwynn Sullivan, Care Camps Foundation Executive Director



WE CARE – VOLUNTEER AWARD **Care Camps Foundation Ambassadors** **(representing KOA)**

The **We Care Volunteer Award**, which recognizes individuals who generously volunteer their time, energy, and talents for our cause, was awarded to **ten KOA campground representatives who launched Care Camps Foundation's new Ambassador Program (listed below)**. This was the first year for the Ambassador team, who greatly enhanced KOA's fundraising events.

Pictured left to right: Kathy Allen, Care Camps Foundation; Wendy Woodman, General Manager, Sugarloaf Key KOA; Marc Hollander, Director of Guest Services, Galveston Island KOA; Rakeem Behlin, General Manager, Billings KOA; Sonya Gedda, Owner, Horse Cave KOA; Becci Ambroe, Owner, Newberry I-26 Sumpter NF KOA; Angie Bower, Owner, Fancy Gap Blue Ridge Parkway KOA; Dave Bower, Owner, Fancy Gap Blue Ridge Parkway KOA; and Missy Lucas, Care Camps Foundation. **Not pictured:** Sean Boden, Operations Manager, KCN Campgrounds; and Robynn Tomaselli, Owner, New Bern KOA & Wilmington KOA



WE CARE – KOA AWARD
San Antonio Alamo KOA Holiday

The **We Care KOA Award** honors a KOA campground that has increased its contributions to Care Camps Foundation over the past five years while demonstrating steadfast dedication to the mission. This year’s recipient, the San Antonio Alamo KOA Holiday, exemplified exceptional commitment and continued generosity through their many fundraising events.

***Pictured:** Wendy Woodman, General Manager, Sugarloaf Key KOA (last year’s winner); Carol and Sterling Rohde, Owners, San Antonio Alamo KOA Holiday; and Jeff Clark, Manager, San Antonio Alamo KOA Holiday*



WE CARE – PETER WARRICK/WAYNE MORRIS AWARD
Cape Hatteras/Outer Banks KOA Resort

The **We Care Peter Warrick/Wayne Morris Award**, in honor of two longtime Southeast Publications leaders for their historical support of Care Camps Foundation, is presented to the KOA campground with the greatest year-over-year increase in charitable giving. Despite facing literal storms, the **Cape Hatteras/Outer Banks KOA Resort** demonstrated unwavering dedication and commitment to their fundraising, greatly deserving this award.

***Pictured:** Nate Thompson, Care Camps Foundation Board Member and partner of KCN Campgrounds (last year’s winner); Sasha Lippart, General Manager, Cape Hatteras/Outer Banks KOA; and Russ Gibbons, former General Manager, Cape Hatteras/Outer Banks KOA*

2026 Leadership

BOARD OF DIRECTORS



Rebecca Kirch – Chair

National Patient Advocate Foundation
Washington, DC

Tim Allen – Vice Chair

Sweetwater, TN

Debora Hankinson – Secretary

Alamosa/Great Sand Dunes KOA Journey
Alamosa, CO

Shawn Peterson – Treasurer

Tempest Technologies
Helena, MT

Nate Thompson – Member at Large

KCN Campgrounds
Sammamish, WA

Mark Lemoine – Board Governance Chair

KOA, Inc.
Odessa, FL

Molly Bell Crawford

Kampgrounds Enterprises, Inc. (KEI)
Chula Vista, CA

Kristina Helbert

Bristol Kingsport KOA
Blountville, TN

Jason Hershberger

Forest River
Elkhart, IN

Jeff Hirsch

Campers Inn RV
Jacksonville, FL

Kathy Holland

KOA, Inc., OAK
Richmond, VA

Phil Ingrassia

Recreational Vehicle Dealers
Association (RVDA)
Fairfax, VA

Susan Marcoux

1000 Islands/Mallorytown KOA
Mallorytown, ON

Jamie Rademacher

JACZ Management, LLC
Maryville, TN

Jeff Rodino

Patrick Industries
Elkhart, IN

TEAM MEMBERS



Gwynn Sullivan

Executive Director
Virginia Beach, VA

Jenna Berneck

Development Director
Minnetonka, MN

Missy Lucas

Marketing and Communications Director
Torrington, WY

Lexi Bickford

Program Director
Billings, MT

Debra Stockhill

Controller
Saint Paul, MN

Alison Stovold

Canadian Manager
Barrie, ON

Kathy Allen

Program Coordinator
Sweetwater, TN

REPRESENTATIVES



Jennifer Amundsen

Children's Oncology Camping Association
Boston, MA

Karla Lemoine

KOA Owners Association
Odessa, FL

Brandi Simpson

KOA, Inc.
Billings, MT



Ways to Partner with Us

When individuals, companies, and foundations partner with Care Camps Foundation, *it's not a one-time gift; it's a commitment that keeps camp possible year after year.*

Your support strengthens pediatric oncology camps so children with cancer can attend safe, medically supervised camp at no cost, and families can count on a place where *hope takes root.*

We offer the following partnership opportunities and resources for those seeking meaningful impact—all designed to align with your values, engage your community, and help sustain life-changing camp experiences for children with cancer and their families.



Make a Donation



Use our Corporate Giving Guide



Donate an RV or Vehicle



Access our RV Dealer Giving Guide



Purchase Commemorative Art



Download our Campground Giving Guide



Elevate Your Fundraising Event



Follow Us



FOLLOW US ON:

Facebook, Instagram, LinkedIn





Support camps for children with cancer!

Care Camps Foundation

