DEAR KESEM FRIENDS

In December 2010, I joined Kesem with one goal – to spread the Kesem “magic” as far and wide as I could. Thanks to your support, what has happened since then exceeded all of our ambitious objectives. In that time, we have:

- Expanded from 23 to 116 college chapters across the country
- Grown from serving 1,214 to 8,984 children annually
- Recruited, trained and empowered over 5,000 college student leaders annually
- Scaled our fundraising capacity by over 12x to support our growth
- Utilized over 80% of every dollar spent directly on programming
- Earned the highest (4 star) rating on Charity Navigator

None of this would have been possible without your support. On behalf of our Board, staff, college student leaders, and the families we serve, I thank you.

As Kesem enters its 19th year of service, we are extremely well positioned for our next phase of growth and evolution. With our Vision 2020 campaign, we will continue to make progress on expanding Kesem’s growth in service reach, strengthening our year-round support with our Through and Beyond programs, and further investing in the tools, resources and leadership development programs for our college student volunteers.

Kesem will also continue to aspire to be an organization that is reflective of the communities we serve. To that end, we have made a significant commitment to broadening our diversity and representation, and have completed a strategic assessment to identify how Kesem can reduce barriers to access, and provide more equitable and inclusive experiences for all participants. I am confident that this work will have wide-ranging impact on this organization, and the communities we work with.

As I shared in September, this will be my last time writing this letter, as I will be stepping down as CEO next year. I have learned so much during my time with this organization, and if I had to sum it up in one thought, it’s this. While we don’t get to decide what happens to us in life, we do get to decide HOW we respond.

Amidst the backdrop of a parent’s cancer, Kesem provides a positive way to respond. For me, the magic of Kesem is watching that response. Seeing a child choose to respond with trust, joy, hope and love. Seeing a college student leader choose to respond with empathy, positivity, humility and unwavering commitment. Seeing our alumni and volunteers choose to respond by continually sharing their time and talents. And seeing our supporters choose to respond with generosity, making an enormous difference in the lives of children impacted by a parent’s cancer.

My journey with Kesem started eight years ago, and it has been one of the most fulfilling and inspiring chapters of my life. I have been honored to have a first-row seat to witness the incredible and selfless impact our college student leaders are making on this world; how Kesem profoundly changes the lives of everyone who touches this organization; and what is possible when thousands of supporters unite behind a single mission of providing empathy, connection, acceptance and JOY to children impacted by a parent’s cancer.

I know that Kesem’s impact is just beginning. With your continued support, I believe we can and will be a resource for all five million children impacted by a parent’s cancer.

Thank you for being such important companions on this journey.
Our Challenge
There are over 5 million children impacted by a parent’s cancer nationwide.

How Kesem Helps*
Kesem is the largest national organization dedicated to supporting children through and beyond a parent’s cancer, at no cost to families.

Our innovative and fun-filled programs provide children with peers who understand their unique needs, and create long-lasting impact.

Parents report that Kesem helped their children:

- **STRENGTHEN communication skills**
- **INCREASE comfort with expressing their feelings**
- **CREATE connections with other children who have a parent with cancer**
- **BUILD confidence in their ability to handle challenges that come their way**

how does a parent’s cancer impact a child?

- **INCREASED anxiety**
- **EMOTIONAL isolation**
- **LOSS OF social interest**
- **FEELINGS OF hopelessness**
- **LOW academic performance**
- **TAKING ON adult roles**

Parents report that Kesem helped their children:

- **99%** of parents feel their child **BENEFITED from attending Kesem**
- **98%** of parents would **RECOMMEND KESEM** to other families impacted by cancer
- **96%** of parents intend to **send their child BACK TO KESEM each year**
- **86%** agree their child seems **MORE CONFIDENT in their ability to address their cancer experience after Kesem**

“Cancer is not just the one who’s been diagnosed, it’s the whole family.”

Cancer is not just the one who’s been diagnosed, it’s the whole family.

Parent, Camp Kesem at the University of Georgia

Through and Beyond Support
provides free programs and services that offer children impacted by a parent’s cancer a continuum of touchpoints throughout the year.

CAMP KESEM
Our flagship program provides a free week-long overnight summer camp experience for children ages 6 to 18 who have been impacted by a parent or guardian’s cancer.

KESEM WARM WELCOME
A care package program that immediately includes all families into our greater community in a personal, supportive manner.

KESEM FRIENDS + FAMILY DAY
Regular gatherings for existing and interested Kesem families, alumni, supporters, and college student leaders for a day of community building.

KESEM CONNECTIONS
Provides Kesem families with regular updates including important deadlines and events.

KESEM BY YOUR SIDE
Provides customized support for children through the many challenges associated with a parent or guardian’s cancer journey.

KESEM SPECIAL DELIVERIES
Provides all children with personalized greetings.

*As reported by parent surveys (2015-2018)
Our Model

The true power of Kesem comes from empowering passionate college student volunteers to become leaders in their own local communities. We are proud to continually invest in training, support and leadership development opportunities for our student leaders, as they prepare to provide life-changing experiences for our families nationwide.

Kesem’s College Student Leaders

- **RECRUIT AND TRAIN** other student leaders
- **CULTIVATE RELATIONSHIPS** with families in need
- **RAISE ALL FUNDS** to support their local chapter
- **PLAN AND EXECUTE** highly impactful programs
- **DELIVER YEAR-ROUND** support services

Our student leaders report that their Kesem experience significantly impacted their: LEADERSHIP SKILLS, ABILITY and WILLINGNESS to TAKE INITIATIVE and WORK on a TEAM, PROBLEM SOLVING, ACCOUNTABILITY.

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"Kesem is life-changing. An incredible experience. From the first moment I joined the Kesem family, I was amazed by how dedicated and spirited my fellow students were for such an amazing cause." - College Student Leader, Camp Kesem at Duke University

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**5,000+ College Student Leaders**

Volunteer at **OVER 100 CHAPTERS**

at top colleges nationwide

- University of Alabama
- University of Arizona
- Arizona State University
- University of Arkansas
- Atlanta University Center
- Augustana College
- Ball State University
- Berkeley
- Boston University
- Bradley University
- Brown University
- BYU
- Cal Poly San Luis Obispo
- California State University, Northridge
- Carnegie Mellon University
- Case Western Reserve University
- Central PA
- Chapman University
- Chestnut Hill University of Chicago
- City University of New York
- The Claremont Colleges
- Clemson University
- University of Colorado Boulder
- Colorado State University
- Columbia University
- Cornell University
- Dartmouth College
- DePaul University
- Dixie State University
- Duke University
- East Atlanta
- The University of Florida
- Florida Gulf Coast University
- Florida State University
- Fresno State
- George Mason University
- George Washington University
- The University of Georgia
- Grand Valley State University
- Hamline University
- Harvard University
- University of Houston
- University of Illinois
- Indiana University
- Indiana State University
- Iowa
- James Madison University
- Johns Hopkins University
- University of Kansas
- University of Kentucky
- Long Beach State
- Louisiana State University
- Loyola Marymount University
- University of Maine
- Marquette University
- University of Maryland
- University of Miami
- University of Michigan
- Michigan State University
- University of Minnesota
- MIT
- University of Nebraska
- University of Nevada, Las Vegas
- New Mexico State University
- North Carolina State University
- Northern Arizona University
- Northern Illinois University
- Northwestern University
- Notre Dame
- The Ohio State University
- University of Oklahoma
- University of Oregon
- University of Pennsylvania
- Pepperdine University
- University of Pittsburgh
- Princeton
- Rice University
- Richmond
- Rowan University
- Saint Louis University
- San Diego State University
- San Francisco
- Santa Clara University
- Seattle University
- The University of South Alabama
- University of South Florida
- University of Southern California
- Southern Utah University
- Stanford
- Stony Brook University
- Syracuse University
- Temple University
- Teton Valley
- Texas A&M University
- University of Texas–Austin
- University of Texas–Dallas
- UC Davis
- UC Irvine
- UC San Diego
- UC Santa Barbara
- UC Santa Cruz
- UCLA
- UNC–Chapel Hill
- UNC–Greensboro
- Vanderbilt University
- University of Vermont
- The University of Virginia
- Virginia Commonwealth University
- University of Washington
- Washington University
- West Virginia University
- William & Mary
- University of Wisconsin–Madison
- Yale University

**100%** of Kesem volunteers undergo Extensive Training on how to create an environment where children will feel safe, loved, and respected.

**94%** of Kesem college student leaders are interested in continuing to do philanthropic work after college.

**89%** of Kesem college student leaders felt better prepared for life after college because of their Kesem experience.

**80%** of Kesem college student leaders have been impacted by cancer themselves – making them empathetic and relatable role models.

**As reported by student surveys (2015-2016)**
**Vision 2020**

We are GROWING each year to MAKE A DIFFERENCE in the lives of more CHILDREN impacted by a parent’s cancer.

**Kesem** has changed the lives of thousands of children impacted by a parent’s cancer, and we have trained and empowered thousands of empathetic and caring leaders of tomorrow — but we must do more. In support of our mission, Kesem has made a significant investment to expand the reach and breadth of our services in support of this unique community by 2020.

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**Children Served by Kesem Annually**

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**Funding Allocation**

- **Programs**
- Development & Outreach
- Administrative

81% of every dollar spent supports our 100% FREE services.

**Kesem** is known as THE service provider for all children impacted by a parent's cancer.
Kesem Partners

Our strategic partnerships with leading organizations have allowed us to expand our services and support more children impacted by a parent’s cancer.
We gratefully acknowledge the following supporters for their generous contributions to Kesean between November 1, 2017 and October 31, 2018.

Impact Leaders ($100,000+)
Tom & Jane Brown* The Tambour Foundation
Joyce & David Agerman

Black Diamond Foundation* Tyler & Joan Schiavo

Leadership Circle ($25,000+)
David & Debbie Kelley

Kevin & Rhonda Helms

Our Donors

Vision 2020 Donor
Gretchen Fish
Duff & Phelps
DeeDee Deman
BTIG, LLC
Boulder Cancer Fighters
Renee & Christopher Baldwin
Greg & Julie Bailey
Apple Inc.
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Kesem’s mission of supporting children through and beyond a parent’s cancer, and our vision of ensuring that every child impacted by a parent’s cancer is never alone, can only be realized through an ongoing, steadfast commitment to Diversity, Equity, and Inclusion in every part of our organization.

Registration for Camp Kesem Summer 2019 will open on January 15, 2019.

Kesem magic is something that never goes away. Once you have it, all you can do is spread it.

College Student Leader,
Camp Kesem at University of Kansas