Our free year-round services—Kesem Through and Beyond Support—provide children impacted by a parent’s cancer a continuum of touchpoints throughout the year.
Dear Kesem Friends,

Our tagline is a child’s friend through and beyond a parent’s cancer. And I’ve never been more proud to report to you the many ways Kesem continues to be a true friend to the children we serve.

Our record-breaking numbers from the past year are astounding:

- Over 7,300 children participated in our flagship program, Camp Kesem, this past summer – an increase of more than 20% from the prior year;
- We recently launched 19 new college chapters – expanding our reach to more children and their families in 40 states;
- We empowered over 4,000 passionate college student volunteers last year to make a difference in a child’s life - while gaining extraordinary leadership skills through their Kesem experience;
- And we do all of this by utilizing an impressive 81% of every dollar raised directly on Kesem programming.

$1,200 is the cost to provide a year of Kesem support to a child. These free year-round services, Kesem Through and Beyond Support, provide children impacted by a parent’s cancer a continuum of touchpoints throughout the year and a community of support including:

- Camp Kesem
- Kesem Warm Welcome
- Kesem Friends + Family Day
- Kesem Connections
- Kesem Special Deliveries
- Kesem By Your Side
- Kesem Online Resources

You’ll find more information about all of these services on page 5 of this report. As you read about them, you’ll see that our commitment to be a child’s friend through and beyond a parent’s cancer is comprehensive, impactful and inclusive.

Our accomplishments have been many this past year and none of them would have been realized without your help. With your continued support, I am confident that we can be a child’s friend to more and more of the 5 million children in our country who have been impacted by a parent’s cancer.

With my deepest thanks,

Jane Saccaro
CEO, Kesem

From Our Chief Executive Officer

COMMITTED TO UNPARALLELED IMPACT

GROSS REVENUE HAS GROWN 10X IN 8 YEARS

TOTAL FUNDS RAISED in 2017

| OVER FY2016 |
| $10+ MILLION |
| 20% INCREASE |

THE KESEM MODEL HAS

100% success rate

at colleges and universities across the country

$1,200*

provides year-round Kesem support for a child

*Kesem services are 100% free to all families

Over 81% of every dollar raised supports programming for our totally free services

81% of every dollar raised supports programming for our totally free services
When a child needs support the most, Kesem is there.

How does a parent’s cancer impact a child?

- **Isolation** from peers
- **Low** academic performance
- **Loss of** social interest
- **Taking on** adult roles

Children Served by Kesem Annually

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*Goal

**A Child’s Improvement After Kesem**

- **97%** of parents believe that Camp Kesem had a positive impact on their family.
- **84%** of our campers return each year.
- **77%** of our counselors have been impacted by cancer—making them empathetic and relatable role models.
- **100%** of our counselors undergo extensive training on how to create an environment where children feel safe, loved, and respected.

**Increased Community-Based Support**

- **Increased Communication Skills**
- **Increased Confidence & Self-Esteem**

*As reported by parent surveys

**Kesem Through and Beyond Support**

- Our free year-round services—Kesem Through and Beyond Support—provide children impacted by a parent’s cancer a continuum of touchpoints throughout the year.

- Kesem’s flagship program operates over 100 free summer camps in 40 states for children ages 6 to 18 who have been impacted by a parent’s cancer.

- Kesem’s care package program that immediately includes all families into our greater community in a personal, supportive manner.

- Provides online access to topical resources—including publications, books, organizations and resources.

- Provides all children with personalized greetings—delivered by either traditional or electronic mail.

- Regular gatherings for existing and interested camper families, alumni, supporters and Kesem student leaders for a day of community building.

*As reported by parent surveys

- **97%** of parents believe that Camp Kesem had a positive impact on their family.

- **84%** of our campers return each year.

- **77%** of our counselors have been impacted by cancer—making them empathetic and relatable role models.

- **100%** of our counselors undergo extensive training on how to create an environment where children feel safe, loved, and respected.
KESEM STUDENT VOLUNTEERS & ALUMNI ARE MAKING A DIFFERENCE IN THE WORLD TODAY

KESEM VOLUNTEER STUDENT LEADERS are drawn to our mission because of its impact on children—and along the way they gain valuable, lifelong LEADERSHIP SKILLS:

- TEAMWORK
- INITIATIVE TAKING
- ACCOUNTABILITY
- PROBLEM SOLVING
- TIME MANAGEMENT
- PUBLIC SPEAKING
- BUDGETING
- COMMUNICATION SKILLS

“Camp Kesem stays with me even though I am past the day-to-day activities of preparing for camp. There is not a single skill, trait, attribute, bit of knowledge that I have today that didn’t pass through the Kesem filter. I look back on Camp Kesem and see it as the petri dish for everything good that came of my college years.”

—Kesem Alum

“KESEM TAUGHT ME TO DO EVERYTHING I DO THROUGH LOVE, NO MATTER WHAT LIFE throws at you. KESEM BECAME MY WAY OF LIVING.”

—Kesem Alum

4,000 COLLEGE STUDENT LEADERS involved with kesem

105 kesem chapters in 40 states

KESEM STUDENT VOLUNTEERS & ALUMNI are positively contributing to their communities, families, and places of work.

There are over 4,000 college student leaders involved with Kesem.

105 Kesem chapters in 40 states.

94% of Kesem alumni report Kesem had significant impact on their leadership skills.

92% of Kesem alumni intend to continue philanthropic work after college.

6,000 college student leaders involved with Kesem.

University of Alabama
Arizona State University
University of Arkansas
Augsburg College
Ball State University
Berkeley
Boston University
Bradley University
Brown University
BYU
California State University, Northridge
Cal Poly San Luis Obispo
Carnegie Mellon University
Case Western Reserve University
Central PA
Chapman University
Chesnut Hill
University of Cincinnati
The Claremont Colleges
Clemson University
University of Colorado Boulder
Colorado State University
Columbia University
Cornell University
Dartmouth College
DePaul University
Duke University
Emory University
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
Harvard University
Howard University
University of Illinois
Indiana University
Iowa
James Madison University
Johns Hopkins University
University of Kansas
University of Kentucky
Loyola Marymount University
Marquette University
University of Maryland
University of Miami
The University of Michigan
Michigan State University
University of Minnesota
Mizzou
MIT
University of Nebraska
University of Nevada, Las Vegas
Nebraska State University
UNC - Chapel Hill
UNC - Greensboro
North Carolina State 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 of Richmond
Rowan University
Saint Louis University
San Francisco
Santa Clara University
Seattle University
The University of South Alabama
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
UCLA
UC San Diego
UC Santa Barbara
UC Santa Cruz
University of Southern California
Vanderbilt University
University of Vermont
Virginia Commonwealth University
The University of Virginia
University of Washington
Washington University
West Virginia University
University of Wisconsin - Madison
William & Mary
Yale University

Recruit and train other students

Connect with families in need

Raise funds to support their chapter

Plan and execute highly impactful camp experiences

Deliver year-round support services

Camp Kesem stays with me even though I am past the day-to-day activities of preparing for camp. There is not a single skill, trait, attribute, bit of knowledge that I have today that didn’t pass through the Kesem filter. I look back on Camp Kesem and see it as the petri dish for everything good that came of my college years.”

—Kesem Alum

“Kesem taught me to do everything I do through love, no matter what life throws at you. Kesem became my way of living.”

—Kesem Alum

University of Colorado Boulder
University of Minnesota
University of Nebraska
University of Nevada, Las Vegas
Nebraska State University
UNC - Chapel Hill
UNC - Greensboro
North Carolina State 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 of Richmond
Rowan University
Saint Louis University
San Francisco
Santa Clara University
Seattle University
The University of South Alabama
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
UCLA
UC San Diego
UC Santa Barbara
UC Santa Cruz
University of Southern California
Vanderbilt University
University of Vermont
Virginia Commonwealth University
The University of Virginia
University of Washington
Washington University
West Virginia University
University of Wisconsin - Madison
William & Mary
Yale University
Thank You

Camp Kesem is a 501c3 nonprofit organization. All gifts are tax-deductible as allowed by law. Our tax ID is #51-0454157.

Please contact magic@kesem.org for any corrections, omissions, or if you wish to be removed from our list.

Registration for Camp Kesem Summer 2018 will open on January 15, 2018.