DEAR KESEM FRIENDS & FAMILY,

We are proud to present our 2019 Donor Impact Report showcasing what your support, along with all of us working together in this remarkable community, has done for so many young people and their families.

You are helping children build resilience, find friendship, and regain a sense of belonging and confidence. Thank you for being there for the kids who need us the most.

You are investing in training college student leaders in critical thinking, collaboration and program management skills. Thank you for empowering this new generation of empathetic and emotionally mature leaders.

You are providing families hope during a difficult time in their lives. Thank you for ensuring that free programs and services are offered to children impacted by a parent’s cancer through summer camps and a continuum of touch points throughout the year.

Kesem relies on voluntary donations for 100% of our income, and in 2019, our supporters generously invested $12 million in our mission, delivered through an operational model that has proven to be effective, efficient, replicable and scalable. Over the past year, Kesem provided 10,266 children with free, supportive, life-changing experiences through programs led by 125 college chapters in 44 states.

Our commitment to diversity, equity and inclusion continues, as Kesem expands the communities we support and work with and strives for equity in our programs. We introduced new outreach and engagement efforts to diversify the composition of our student leaders, camp volunteers, and campers. We also translated many of our marketing and educational materials into Spanish and added resources to address camper family questions.

As we embark on Kesem’s 20th anniversary, I want to thank Jane Saccaro for accelerating our growth as CEO over the past eight years and for continuing her service to Kesem as Executive Advisor. I would also like to express my great appreciation to Emily Brakebill for her passion and unwavering commitment as our previous Chair of the Board of Directors. I am incredibly proud to work alongside all of our devoted and deeply engaged Board members as we step into Kesem’s next decade.

The years ahead are full of promise! I look forward to celebrating with you, expanding our Kesem community and shining a light on our life-changing mission.

With sincere gratitude,

BEN CORNWELL
Chair, Board of Directors
OUR CHALLENGE
THERE ARE OVER 5 MILLION CHILDREN IMPACTED BY A PARENT’S CANCER.

HOW DOES A PARENT’S CANCER IMPACT A CHILD?
- Low academic performance
- Feelings of hopelessness
- Loss of social interests
- Emotional isolation
- Increased anxiety
- Taking on adult roles

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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 connections.

As the person with cancer I feel a great pressure to relieve stress on family members whenever possible. I can’t tell my son that every thing will be easy but I can help provide tools for him to learn to love all aspects of life. Camp Kesem is forever in my heart as a safe fun place that my son can go to learn and live and love without judgment.

–KESEM PARENT

THIS PROGRAM HAD A POSITIVE IMPACT ON MY FAMILY
99%
OF PARENTS AGREE*<br>MY CHILD(REN) BENEFITTED FROM ATTENDING CAMP KESEM 98%
MY CHILD(REN) ENGAGED IN NEW ACTIVITIES 98%
MY CHILD(REN) FEEL INCLUDED AT CAMP 95%
I WOULD RECOMMEND THIS PROGRAM TO OTHER FAMILIES AFFECTED BY CANCER 98%

KESEM IS THE LARGEST NATIONAL ORGANIZATION DEDICATED TO SUPPORTING CHILDREN THROUGH AND BEYOND A PARENT’S CANCER, AT NO COST TO FAMILIES.

KESEM HELPS BUILD CONFIDENCE IN THEIR ABILITY TO HANDLE CHALLENGES THAT COME THEIR WAY
CREATE CONNECTIONS WITH OTHER CHILDREN WHO HAVE A PARENT WITH CANCER
INCREASE CONFORT WITH EXPRESSING THEIR FEELINGS
STRENGTHEN COMMUNICATION SKILLS

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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 Online Resources
Provides online access to resources—including publications, books, organizations and resources.

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.
THE TRUE POWER OF KESEM COMES FROM EMPOWERING PASSIONATE COLLEGE STUDENT VOLUNTEERS 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. Our student leaders report that their Kesem experience significantly improved their leadership skills, ability and willingness to take initiative and work on a team, as well as their ability to solve complex problems.

80% of our EMPATHETIC AND RELATABLE student leaders have been impacted by cancer themselves.

97% of Kesem college student leaders are interested in continuing to do PHILANTHROPIC WORK after college.

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

83% of Kesem college student leaders felt BETTER PREPARED for life after college because of their Kesem experience.

AT A GLANCE

OUR STUDENT LEADERS’ RESPONSIBILITIES

RECRUIT AND TRAIN other student leaders

CULTIVATE RELATIONSHIPS with families in need

RAISE ALL FUNDS to support their local chapter

DELIVER YEAR-ROUND support services

PLAN AND EXECUTE highly impactful programs

5,700+ COLLEGE STUDENT LEADERS VOLUNTEER AT 125 CHAPTERS AT TOP COLLEGES NATIONWIDE

When I say that Kesem has changed my life, I mean that it actually put me on a completely different path than I had originally planned. Kesem has helped me become the person I’ve always wanted to be.

–KESEM STUDENT LEADER
YOUR IMPACT
WE ARE GROWING EACH YEAR TO MAKE A DIFFERENCE IN THE LIVES OF MORE CHILDREN.

In support of our mission, Kesem will continue to make significant investments to expand the reach and breadth of our services in support of this unique community in 2020. 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. Over the past two years, our Vision 2020 campaign made significant investments to expand the reach and breadth of Kesem’s services. Together with our other Vision 2020 donors, you ensured that we met or exceeded our programmatic goals as we enter our 20th anniversary.

In 2019, our supporters invested more than $12 million in our operational model, which has proven to be effective, efficient, replicable and scalable. Kesem relies on voluntary donations for 100% of our income, and we are deeply grateful to everyone who has contributed to our mission. We continue to make significant investments to expand the reach and scope of our services toward our vision that no child impacted by cancer is ever alone.

VISION 2020

Our Goals

Increase our Service Reach to serve 12,000 children annually

Provide Leadership Development opportunities for 6,000 college student leaders annually

Expand to 125 college chapters in 44 states

Engage our 10,000+ Alumni in continuing to make a difference

Strengthen Partnerships with universities, hospitals, and cancer support organizations

Provide greater Year-Round touchpoints and support to the children we serve

Continually Invest in improving leadership development programs for student leaders

Expand focus on Diversity, Equity and Inclusion initiatives

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Camp Kesem to me means no matter how hard cancer gets, there’s always a place to let go and be yourself again.

– CAMP KESEM CAMPER

We are exceedingly grateful to these donors for their personal leadership and commitment to Kesem’s Vision 2020 Campaign. Their Investments enabled us to achieve these important goals.

Doug Baron
Bob and Heather Bartell
Neha Biggs
Emily and Ken Bracebill
Thom and Jane Brown
Elise and Douglas Carville
David and Kee Cronin
Rebecca Crowe
Matthew and Sharon Hanley
Hellman Foundation
Holt Brothers Foundation
Brent and Sheila Iversen
Jenny and David Jones
Caryn and Jerry Katz
Heath Koch
Kristen and Felix Lo
Diana Montgomery and Preston Rasin
Rob Plotkowski
The Robert W. and Susan T. Brown Family Foundation
Tim Shaw
Vernon Shaw
Carlyn and Chris Solomon
Jay Stilwell
The Tambour Foundation
David and Susan Tunnell
Iris and Todd Wedeking
Samantha and Fred Williams
The Yeardley Smith Foundation

2019 Use of Funds

8% Administration
11% Outreach & Development
81% Program

100% Free Kesem offers its programs and services to families impacted by a parent’s cancer completely free of charge.

Program

Your contributions enabled us to host 142 sessions of Camp Kesem, continue year-round Through and Beyond services, engage more than 5,700 college students, and hold a successful National Leadership Summit.

Outreach & Development

We invest a portion of contributions to reach more children and add more Kesem chapters, build capacity to generate more funding, and manage peer-to-peer fundraising campaigns, national and local events, and other initiatives that attract new and continuing supporters. We also provide strategic fundraising guidance and resource for chapter leaders and administer financial oversight to ensure legal compliance.

Administration

Supporting all of our work are the systems, tools and technologies that enable us to serve our growing national community. We invest in professional development and in our ongoing, steadfast commitment to Diversity, Equity, and Inclusion.
OUR FUTURE
2020 MARKS KESEM’S 20TH ANNIVERSARY.

Through your generosity, Kesem is able to deepen our efforts to support all 5 million children impacted by a parent’s cancer. Beyond the immediate needs your gift supports, you’re playing a critical role in the cultivation of a new generation of leaders. Young people—who are transformed by their Kesem experience—are cultivating the awareness, compassion, empathy, and commitment to building a community that reflects love and respect. We believe that Kesem is a vessel to shine light into the lives of everyone we come across, and we are so grateful to have you as a part of our family. Thank you for your light. Shine On.

Founded in 2000, five young leaders at Hillel at Stanford were inspired by their personal experiences to create a unique space to bring together and support children impacted by a parent’s cancer. Soon other young leaders across the country, sparked by what our founders created, committed to bring this mission to their communities. Today, nearly 6,000 student leaders are helping to transform the lives of more than 10,000 children across the country—creating spaces, experiences, and services that ensure every child we impact can navigate the realities of a parent’s cancer diagnosis while feeling safe, loved, and respected.

We are grateful to be a part of the stories of the children we serve. Honored for the role we have played in their journey. Proud of how we have all taken this special experience to positively shape our lives and impact others we encounter. Yet, we know there are many more kids who have parental cancer as a centerpiece of their story. We know we can reach them and help to rewrite those stories, too.

What does it feel like to share your story?
What if you saw it reflected back in the faces of those you told? How will you share your shine today?

KESEM AT 20
SHINE ON

As a prior camper and current counselor, I think the most impactful part of Camp Kesem is the emphasis on the fact that we are a true family and a supportive, caring community. As both a camper and counselor I have felt included and loved and have formed lifelong friendships. I am beyond grateful for Camp Kesem and want to make the most positive impact I possibly can.

I also loved being able to be there for the campers and give them the safe, stress-free space that they need and deserve. It makes me so happy that I have been able to contribute to the happiness and comfort of the campers and counselors and I will cherish all my Kesem memories forever.

—CAMP KESEM CAMPER & COUNSELOR
These leading organizations and strategic partners have invested to expand Kesem’s services and support more children impacted by a parent’s cancer.
KESEM IS GRATEFUL FOR OUR COMMUNITY OF SUPPORTERS. YOUR GENEROUS CONTRIBUTIONS MAKE IT POSSIBLE FOR THOUSANDS OF CHILDREN TO BE SUPPORTED THROUGH AND BEYOND A PARENT’S CANCELLATION. THANK YOU!

NOVEMBER 1, 2018 TO DECEMBER 31, 2019.

TRAILBLAZERS ($50,000+)
100 Men of Dane County
Them and Jane Brown
Heath Koch
Constellation Brands
The Tambour Foundation

LEADERSHIP CIRCLE ($25,000+)
Nina Aloni and Andy Goldfarb
BCU
Boulder Cancer Fighters
Emily and Ken Beekhuizen
Cancer Free Generation of Tower Hoskins
Liloua Cheung
DeeDee DeMan
Katherine Protevost and Bill Dishoff
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Jim and Kristen Goodfellow
Sarah and Jonathan Graham
Rex and Kari Hale
Holt Brothers Foundation
Horace W. Goldsmith Foundation
Richard and Dara Levy
The M.S. Dunn Foundation
Jim and Mary Dunn
Novartis
Stephen and Nancy Paul
Protege-Parker Family Foundation
The Robert W. and Susan T. Brown Family Foundation
Jane and Jay Saccaro
Mary Kelly and Pietro Satriano
Chris and Carolyn Solomon
Soul Ryeders
Karen and Jay Saccaro

CAMPFIRE FESTIVAL ($10,000–$14,999)
Aiming for a Cure Foundation
Anonymous
Austin Community Foundation
Steve Baughman
Nelia Biggs
Blackledge / Marquette Partners
Boeing
Brutus Myers Squibb
Jessica and Kevin Brosche
Camp Out for Kids
Cancer Foundation of Santa Barbara
Charles and Lynn Schusterman
Family Foundation

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A lot of our lives is focused on mom healing and day-to-day life for the kids. It’s really great to have a week to spend as husband and wife.

—KESEM PARENT
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More than 80,000 wonderful humans are part of the Kesem community, and each and every one of you make the magic happen! You all gave joyfully, and we wish we could make sure we included every single one of you make the magic happen! You all gave joyfully, and we wish we could make sure we included every single one of you. Please let us know if you believe we missed anyone and we would be happy to make corrections in our records by contacting us at: 253 376-3621 development@campkesem.org

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When I began creating Kesem in 2000 at Stanford, I never imagined we would have helped over 10,200 children through 125 chapters in 44 states 19 years later. We have been able to do this because of loyal and passionate supporters and volunteers. I am excited to continue to be a part of an organization that brings a little magic into so many lives as we enter our 20th anniversary year.

—IRIS RAVE WEDEKING, CAMP KESEM FOUNDER

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.