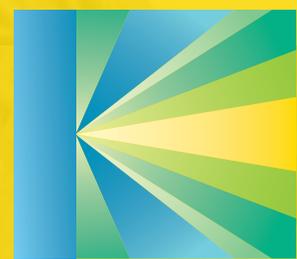


20
18



annual
report



kesem®

*A child's friend
through and beyond
a parent's cancer.®*

In 2018,

our community came together to raise over \$12 million for children impacted by a parent's cancer and funded FREE year-round programming and support services for nearly 9,000 children.



“

In 2010, Camp Kesem had just 23 chapters, serving just over 1,000 children annually. Today, Kesem is a thriving, sustainable and nationally recognized organization with 116 chapters across the United States. Over 5,000 student leaders served nearly 9,000 children this past summer. Under Jane's skilled guidance, Kesem has grown at an annual rate of over 20% and the organization is in the strongest position we have ever seen. With solid financial footing anchored in a sustainable business model, a very talented staff in place, strong leadership from an active Board of Directors and a proven model that has been refined over the last 18 years, we feel incredibly well-positioned for the future.

”

Emily M. Brakebill
Chair, Board of Directors

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.



Signature of Jane Saccaro.

Jane Saccaro
CEO, Kesem

Our Challenge

There are over **5 million children** impacted by a parent's cancer nationwide

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

Parent, Camp Kesem at the University of Georgia

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**



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.



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.

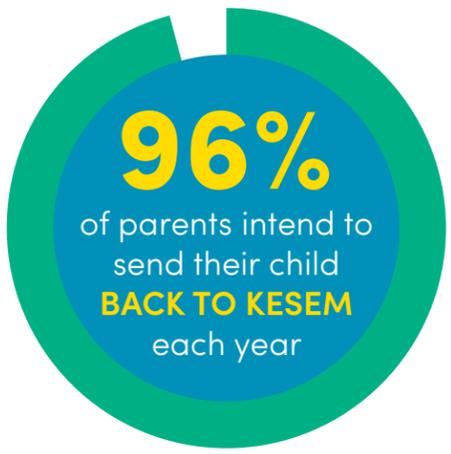
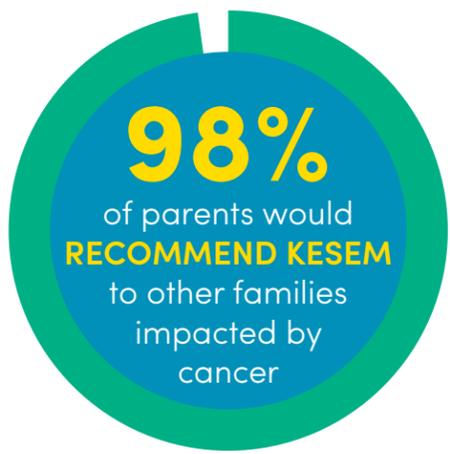
Parents report that Kesem **helped their children:**

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



*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 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



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.**”

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.**

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
- University of Cincinnati
- 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
- The University of Michigan
- Michigan State University
- University of Minnesota
- MIT
- Mizzou
- 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 of 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

**As reported by student surveys (2015–2018)

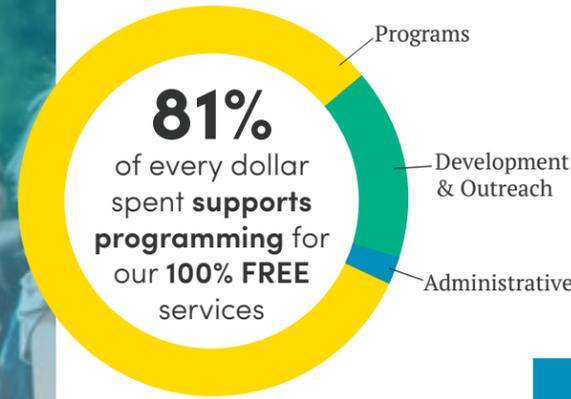
Our Impact

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

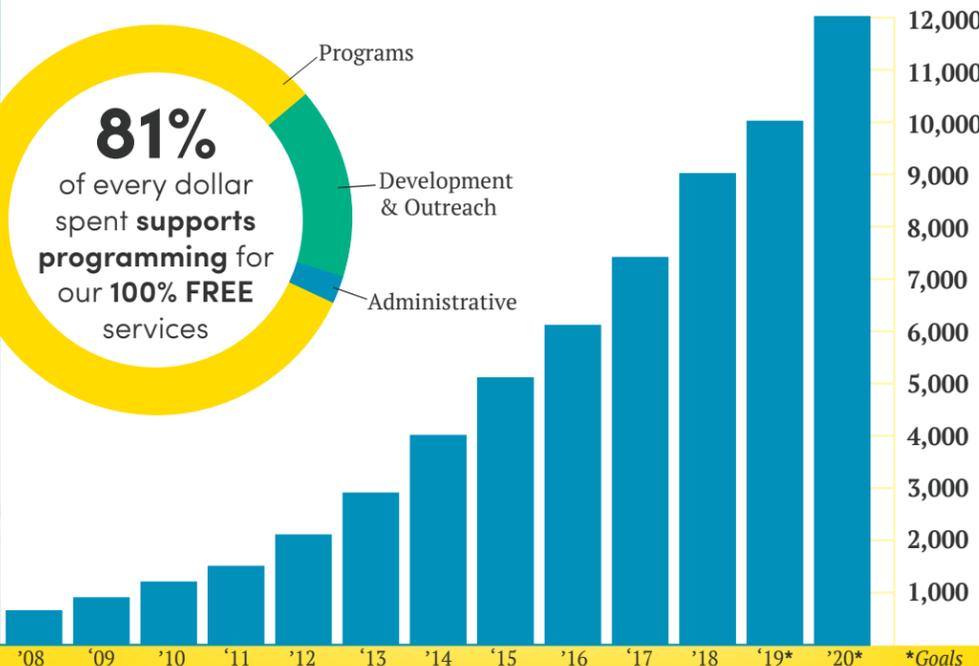
Kesem has **changed the lives** of thousands of children impacted by a parent's cancer, and we have **trained and empowered** thousands of empathetic and caring leaders of tomorrow – **but we must do more.** In support of our mission, Kesem has made a **significant investment** to **expand** the reach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



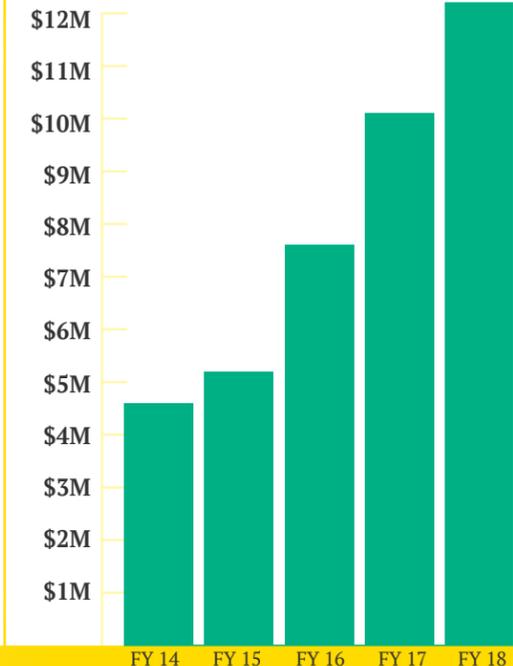
Funding Allocation



Children Served by Kesem Annually



Total Funds Raised



Vision 2020

Increase our **SERVICE REACH** by **70%** to serve **12,000** children annually

Provide **LEADERSHIP DEVELOPMENT** opportunities for **6,000** college student leaders annually

Expand to **125** college chapters in **45** states

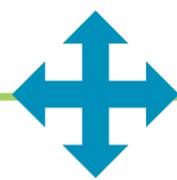
Engage our **10,000+ ALUMNI** in continuing to make a difference

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



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.



Our Donors

We **gratefully acknowledge** the following supporters for their **generous contributions** to Kesem between November 1, 2017 and October 31, 2018.

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The Yearley Smith Foundation*
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John K. Bradburn Jr.	Brent Iverson	Jay Stilwell
Emily M. Brakebill*	Ron Glickman**	Iris Rave Wedeking
Thom Brown	Jerry Katz	<i>*Board Chair</i>
Ben Cornwell	Betsy Morton	<i>**Board Chair Emeritus</i>
David Cronin	Mark Luck Olson	
Becky Crowe	Robert Plotkowski	

Alumni Leadership Board

Mike Abrams	Caroline Huang	Dana Percoco
Brian Brown	Elizabeth Hyatt	Jeremy Reynard
Liz Carson	Kye Kolar	Joe Schlingbaum*
Liyan David Chang	Jeff Leibach	Marty Shamon
Nick DiMaso	Becca MacDonald	Kelly Tremelling
Michael Finegan	Margret Mendenhall	Breanna Vergess
Mark Howard	Zachary Morris	<i>*Board Chair</i>

Chicago Event Board

Joe Adams
Carolyn & Mark Agnew
Linda & Mark Anderson
Lisa & Keith Bandolik
Heather & Bob Bartell
Neha Biggs
Cathy Birkeland & Greg Marton
Jessica & Kevin Brosche
Jen & Sean Cunningham
Cheryl & Geoff Evert
Stacy & Pat Fitzgerald
Mary & Christopher Freeburg
Melanie & Andy Goodman
Sarah & Jonathan Graham
Michelle & Mark Grossmann
Julie & Pat Hallinan
Kate & Mike Henn
Jenny & Brian Herb
Kate & Brian Higgins
Calle & Ben Hutchen
Peggy & Mike King
Nita Kulkarni & Iqbal Brainch
Dara & Richard Levy
Marc Liebman
Courtney McDonough & Mark Nicholson
Holly & Rick Miller
Lani & Ross Miller
Julie & Mike Oleshansky
Ami Patel
Kelli & Ryan Patterson
Jenn & Bill Phillips
Shannon & Andy Preda
Laura & Bob Probst
Kate Protector & Bill Drehkoff
Megan & Rich Ratke
Cindy & Andrew Razeghi
Dorothy Rotatori
Sheri & Aaron Rudberg
Robin & Erik Scheier
Bevin & Andy Skoglund
Kate & Tom Smith
Erin & Matt Vollmer
Michelle & Andy Worth

Los Angeles Event Board

Amanda & Sam Brown
Barbi Appelquist
Jaime & Bryan Bauer
Gillian & David Berman
Jennie & Fritz Burkart
Allison & Adam Checchi
Lily & David Dulan
Natalie & Jonathan Fischer
Tye Gonser
Adrienne Grant & Paul Jennings
Wendy & Michael Landes
Molly & Matt Leonetti
Amber & Josh Moon
Soundis & Danny Passman
Nancy & Stephen Paul
Laura Probst & Chris Pimentel
Shannon & Michael Rotenberg
Andrea & Steve Stanford
Jan & Rob Swartz
Norah & Brian Weinstein
Sharla & Matt Wilson

San Francisco Event Board

Welsford Bishopric
Allison & Jim Bloom
Christina Bognet
Emily & Ken Brakebill
Yuliya & Kevin Cooke
Elise & Douglas Cornille
Kelly Corrigan & Edward Lichty
Anna Davis & Lewis Kaufman
Sabrina & Mick Hellman
Dr. Diana Montgomery & Preston Raisin
Melissa Paoloni & Jeff Bowers
Arrie & John Park
Dana Percoco
Elizabeth & Jeff Spaulding
Lisa & John Stiffler
Susan & David Tunnell
Jan & Will Wu
Stephanie & Arthur Young
Sophia Zeng & Matthew Straus

Boston Event Board

Bridget & Akin Akinc
Neha Biggs
Alix & Colin Campbell
Nicky Franchi
Courtney & Kyle Gay
Ellen Connor
Dave Jilek
Alicia & Taric Kabir
Kate & Tony Leness
Rachele B. Manning
Soni & Jim Masur
Elise & Keith McDonald
David McNeil
Annie & Matt Mittelstadt
Hillary & Nick Moser
Joseph J. Nero, III
Jessica & Raj Seth

2019 EVENTS

night **MAGIC**
san francisco
February 28, 2019

the **MAGIC** *ball*
chicago
March 16, 2019

the **MAGIC** *ball*
boston
April 27, 2019

the **MAGIC** *makers ball*
los angeles
October 12, 2019



A child's friend through and beyond a parent's cancer.

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



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.

“ 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

10586 West Pico Boulevard, #196 • Los Angeles, CA 90064 • (260) 225-3736

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