



2020, Our Year in Review:



Dear Camp Friends,

Mask Fatigue. Social isolation. High anxiety. Deep worry. Due to a global pandemic all of us now have a better understanding of the everyday challenges faced by the family of a child with cancer. Our mission to provide a cost-free camp experience for our campers has always been about giving them a sense of normalcy back to their childhoods. This need was never greater than in 2020. Like others, COVID-19 challenged our typical processes and program offerings. We're happy to report that we didn't just meet these challenges, we rose above them and created new and innovative programs for our campers, and are thrilled at the results of our first ever virtual camp offering!

While we all missed the traditions and familiar experiences that Camp Sunrise and Sidekicks offers our campers, our virtual "Camp on the Move" proved that there is always an opportunity for hope and light. The silver lining of our virtual camp programming was that it allowed us to truly reconnect with our mission by expanding our reach to campers in more rural communities, and those still hospitalized and undergoing active treatment. While others cancelled camps, we're proud that our virtual camp programs directly impacted over 160 campers this summer.

Though we greatly missed the kids, their energy, their joy and their kindness, we were thrilled to be able to see their smiling faces for 8 days of both live and pre-recorded camp activities. COVID-19 tested our resilience and creativity while challenging us to "think outside of the box". Ironically, the result was a "camp in a box" which each family received containing a variety of age appropriate activities, projects, crafts and more for their campers. Though camp in 2020 looked different than normal, the kids were still able to build stomp rockets, enjoy water day, plant gardens, try yoga, do brain games, escape the room, participate in our famous Jell-O war, and much more! While we can't wait to be back in person again, we are looking forward to continuing and expanding virtual camp offerings, even after it becomes safe to meet in person again.

The Southwest Kids Cancer Foundation wouldn't have been able to operate Camp Sunrise and Sidekicks programs without a variety of philanthropic events, fundraisers, and direct asks for both in-kind and monetary donations. This year was no exception, and we're thankful to all of our individual, corporate, and foundation supporters. We want to thank everyone who joined us for our virtual Bingo games, cooking class, Kendra Scott shopping campaign, Giving Tuesday, and 8th Annual Golf Fore Cancer Golf Tournament! Thank you also, to all of the individual donors who supported camp in various ways, including our Amazon Wish List and the AZ Charitable Tax donation program. We were able to raise over \$40,000 this year thanks to those who shared, participated, and donated to our cause!

A huge thank you to our 2020 community donors and sponsors for their continued support through this trying time: KOA Care Camps, Albertsons, Fraternal Order of Eagles Deer Valley Eagle Riders, Today's Patio, Nelsen Partners, Shannon Collins HomeSmart Real Estate, Neighbors Helping Neighbors, Perkins-Coie, The Steve Horn Team, One AZ Credit Union, and Walmart. Our impact and reach would not have gone as far without your help. Thank you for being wonderful partners!

Last, but certainly not least, thank you to our volunteers! Our volunteers contributed thousands of hours throughout 2020. As a fully volunteer operated organization, we couldn't have offered Camp on the Move or our other programs and events this year without our amazing, creative and dedicated volunteers. We appreciate your commitment and passion for our community. We're lucky to have you all as part of our campily!

While there's still a great deal of uncertainty about what 2021 holds, our top priority for all Arizona Camp Sunrise and Sidekicks programs will always be the safety of our campers and their families, our staff and our volunteers. We'll be sure to keep you posted as our 2021 calendar of events unfolds. In the meantime, please feel free to check us out on social media or our visit our website!

Happy Holidays!

Ashley Larson
SWKCF, Executive Director

Ildi Laczko-Kerr
SWKCF, Board President



Haven't made your annual contribution yet? There is still time!
Southwest Kids Cancer Foundation is a qualified charitable organization (QCO# 20912). When you make a donation to SWKCF you may be eligible to receive 100% of it back on your state tax return (up to \$800 married filing jointly, \$400 single). Click the button below to donate today!

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