

# 2021 DONOR MAGAZINE

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CAMP RAINBOW

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# A YEAR IN REVIEW

Camp Rainbow proved during this challenging year that it knows no bounds! 2020's unprecedented pandemic created unusual circumstances, but our creative team responded with leaps and bounds of fun. We quickly transitioned to virtual based camps and happily connected with nearly 1,000 campers!

Our Camp-At-Home Summer Camp served 250 campers. Our Camp In A Box program delivered a variety of activities and crafts to 138 households, ensuring that siblings could join in the fun. Through the technological magic of Zoom, we upheld our traditions of the dance party, camp fire, and many other long-time favorite activities.

Our Camp-At-Home Family Camp served 50 households with more than 160 campers; and our Teen Camp was held in the traditional way with nearly 40 campers. We recently returned to the hospitals with our Camp-In program after a COVID-19 safety hiatus, and brought in-person smiles and giggles to 200 campers each month! These campers received bags full of activities to complete while they were in the clinic receiving treatment or in their hospital rooms.

We look forward to continuing to provide these wonderful camp experiences next year. So much remains unknown; however, we will uphold our traditions of sharing programs with our campers in the safest way possible. Our goal remains steadfast; we want to turn difficult times into positive, memorable experiences.

Thank you for generously supporting The Camp Rainbow Foundation, and enabling us to continue in our mission to provide camping experiences to children and families who are affected by cancer and blood-related disorders.

**Penny Cutrell**  
**President**



As I reflect on 2020, the hardships and the challenges we have all witnessed, one word continues to fill my mind: AWE.

I am in awe of the year we have experienced. When we hosted our Teen Camp weekend in early March, we were unaware of the challenges looming ahead. Teen campers enjoyed Harry Potter themed games, crafts, and an amazing evening program that began in the “Grand Hall,” just like in the movie.

Barely one short week later, the world began sheltering at home. We carefully watched the news, monitored the reports and recommendations from a variety of outlets, and then pivoted to re-think, re-imagine, and re-create magical camp experiences for children and families dealing with a pediatric cancer or blood-related disease diagnosis. I am in awe of the many volunteers and program teams that worked tirelessly to create our usual magic for our campers. Nothing would stop us from hosting Camp rainbow 2020!

Your dedication is awe-inspiring. Our special camp community was able to virtually host summer camp for more than 260 campers this summer. Camp-At-Home boxes were filled with supplies, goodies, giveaways, and magic, ensuring smiles for 138 families.

I remain grateful for and in awe of your abilities to make sure our campers had the opportunity to join friends in virtual camp spaces to create bird feeders, launch airplanes, grow a garden, paint a picture, and so much more.

Nothing can replace the awe and joy we experienced, watching as campers laughed, played, met new friends, engaged with old friends, and experienced camp!

Due to your awesome efforts, 50 families created special memories by playing games, making a keepsake craft, creating a time capsule, and more, all through our Family-Camp-At-Home experience.

I am in awe of your ever-present generosity, which enabled us to double the number of campers participating in our Camp-In program. As a result of the team’s reimagination, each month 200 campers now have the opportunity to receive a Camp-In program bag to provide creative fun during their time at the hospital.

Together, we faced a formidable opponent head-on, and responded with awesome solutions throughout 2020. You helped Camp Rainbow continue to fulfill our mission of providing free camping experiences to children and families dealing with a pediatric cancer or blood-related disease diagnosis.

As this year draws to a close, I remain in awe of how together we managed to bring camp magic to more than 1000 campers!

Cheers to an AWE-inspiring year!

**Heather Bachman**  
**Executive Director**

# SUMMARY OF CAMPS

Regardless of our individual backgrounds and experiences, we can all agree on one thing: 2020 has been an unusual and extraordinary year! We wish to thank you for your unwavering support of Camp Rainbow during the challenging and ongoing COVID-19 pandemic.

Limitations imposed by the county regarding appropriate and safe social distancing necessitated some dramatic and unprecedented changes here at the Camp Rainbow Foundation. However, not even the strongest virus could match the dedication of our community! While we were unable to gather in person for our usual programs at Babler State Park, Camp Manitowa, and Trout Lodge, we created a Camp-At-Home experience. Through the creativity of our staff and volunteers, and the magic of online technology, we found ways to engage with our campers and their families, providing the supplies, giveaways and goodies needed for “remote” participation in arts & crafts, STEM, nature, sports, music and drama, as well as our own special Camp Rainbow traditions. This year, we helped over 1,000 campers laugh, create, meet new friends, and strengthen old friendships through our Camp-At-Home programs.

Now more than ever before we witness communities coming together, lending a hand to those who may have been hit particularly hard since the onset of COVID-19 in mid-March. We feel blessed to experience this firsthand through loyal and gracious donors like yourselves. As you can imagine, maintaining the connection to our campers and holding onto the special magic found within the Camp Rainbow family rose to the top of our priority list this past year. While we all have been affected by this virus in one way or another, our campers in particular have missed out on so many cherished and anticipated experiences. We hope we can count on you to once again continue supporting our mission of providing free camp experiences to children and families dealing with the devastating diagnosis of pediatric cancer or blood-related diseases. Together, we can create magical memories and build lifelong connections, something no pandemic can ever take away!

On behalf of the Camp Rainbow family, we thank you for your generosity and your desire to help build rainbows upon which our campers can climb towards happier, healthier days. We could not provide these opportunities without your ongoing love and support. Together, the Camp Rainbow community can do virtually anything!



Because of you, we get to create the most amazing camp experiences for our campers!  
Jen, Director of Camps



Because of you, the Camp-In program is able to service patients and their siblings who come to the clinics or are patients in the hospitals. Because of you, we get to bring a van full of fun projects to keep the kids busy while they are at the hospitals, and because of you, I get to help put smiles on lots of kids' faces.  
Sandy, Camp-In Co-Program Director

Because of you, we get to create a magical place where all children feel welcome and form relationships that will last forever.

I had a great time using all of the activities you sent us like the shirt, decorating cupcakes, face mask and everything else. Can't wait to get to come to Trout Lodge! Thank you!!!

Because of you, I get to... help create magical camp experiences for some of our youngest friends in Day Camp! Whether our campers are riding in wagons at Babler State Park or recreating Messy Day for virtual Camp-at-Home, we enjoy making these life-long memories together. Thank you for your continued support, love, and generosity.  
Raizel, Day Camp Program Director

Because of you, I get to spend one magical week a year with the Super Important Brothers and Sisters of our oncology campers. Being able to lead the team who plans and runs SIBS Camp is a dream come true for me! Thank you for making this possible.  
Barbie, SIBS Camp Program Director



Because of you, I get to experience MAGIC!  
Heather, Executive Director

HAVE A CLOSER RELATIONSHIP WITH MY BROTHER!!! DYING THESE HARD TIMES. THANKS FOR SUPPORTING RAINBOW! FROM NATA

Because of you, I get to work with lots of wonderful people and am excited to go to work every day.

Tricia, Volunteer and Acquisition Coordinator

Because of you, I get to...spend a magical weekend with the most amazing teens! I get to plan creative programs and the greatest reward is seeing the smiles on the faces of our teen campers.

Mara, Teen Camp Program Director

Because of you, I get to...hear kids joyfully share their fun and new experiences every day at camp.

Suzanne, Office Manager

DO FUN THINGS

Because of you I get to help provide campers a week of activities they would not normally get to do.

Because of you our campers and siblings get to have a week of pure joy and so activities they wouldn't normally get to do.

Pam, Summer Overnight Camp Asst. Program Director

Because of you, I get to see the smiles of all of the kids and parents at Family Camp. These smiles start at Cowboy Camp and do not stop until after the dance party and watching a movie. This smiles make the whole camp worth it.

Dave, Family Camp Program Director



all the thought and care put into making our family enjoy time together was beyond generous! From coloring, baking cupcakes and playing our new favorite game "Family Fend" we can't thank you enough!

The Fether's

Because of you, we come as individuals but leave as a family.

Zach Summer Overnight Camp Program Director

Because if you, we get to impact a child's summer and create an experience that takes their mind off of treatment and other battles they are facing.

# OUR MISSION

## CAMP RAINBOW MISSION STATEMENT

The Camp Rainbow Foundation provides free camping experiences to children undergoing treatment for, and survivors of, cancer and blood-related diseases and disorders.

Our recreational and nurturing environment provides campers and their families with space to create positive memories, build self-esteem, make new friends and experience relief from the everyday stresses caused by their illness.

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# THE 2021 MATCHING CAMPAIGN

## VIRTUAL TRIVIA NIGHT

On November 14, the Camp Rainbow family held our first Virtual Trivia Night. Eighteen teams joined us for a fun, high energy, challenging Trivia Night via zoom. Event co-chair, Laura Welby, described the evening as “Same great game, same great reason, new style of trivia.” She was right! The evening included rounds of trivia as well as a Silent Auction, games, and several raffles.

We are so thankful to the attendees, donors, sponsors, and support personnel who made the night a great success. The funds raised will help us provide even more magical camp experiences for our campers.

## DOUBLE THE IMPACT

We asked you to help us create unforgettable camps and experiences in 2021 through participation in our annual matching campaign this past winter. We are humbled by the love and support demonstrated by YOU!

Dollars raised during this campaign help cover the costs of so many important camp elements such as arts & crafts supplies, STEM activities, camper tee-shirts, sporting equipment, and FUN! In 2021, we anticipate hosting even more campers at one of our seven camp programs. During these special camp weeks and weekends, we plan to celebrate “Camp Rainbow is my happy place!”

Thank you to The Sound Room and an anonymous donor for providing the matching dollars during this campaign. Thank YOU for supporting our mission of providing free camping experiences for children and families dealing with the diagnosis of a pediatric cancer or blood-related disease.



# STATEMENT OF FUNCTIONAL EXPENSES

For the Year ended July 31, 2020

|                          | Program Services      |                              |                     |                  |                   |                              | Supporting Services     |                  |                                 | Total             |
|--------------------------|-----------------------|------------------------------|---------------------|------------------|-------------------|------------------------------|-------------------------|------------------|---------------------------------|-------------------|
|                          | Teen<br>Camp &<br>TNT | Summer<br>Camp &<br>Day Camp | Camp In<br>Hospital | SIBS             | Family<br>Camp    | Total<br>Program<br>Services | Management<br>& General | Fundraising      | Total<br>Supporting<br>Services |                   |
| Salaries and Benefits    | \$ 17,941             | \$ 40,367                    | \$ 13,456           | \$ 40,367        | \$ 37,376         | \$ 149,507                   | \$ 18,503               | \$ 17,023        | \$ 35,526                       | \$ 185,033        |
| Asistance Fund           | \$ 1,010              | \$ -                         | \$ -                | \$ -             | \$ 400            | \$ 1,410                     | \$ -                    | \$ -             | \$ -                            | \$ 1,410          |
| Depreciation             | \$ 517                | \$ 1,164                     | \$ 388              | \$ 1,164         | \$ 1,078          | \$ 4,311                     | \$ 535                  | \$ 491           | \$ 1,026                        | \$ 5,337          |
| Auction Items            | \$ -                  | \$ -                         | \$ -                | \$ -             | \$ -              | \$ -                         | \$ -                    | \$ 11,418        | \$ 11,418                       | \$ 11,418         |
| Supplies                 | \$ 11,038             | \$ 16,016                    | \$ 4,946            | \$ 15,987        | \$ 33,032         | \$ 81,019                    | \$ -                    | \$ -             | \$ -                            | \$ 81,019         |
| Entertainment            | \$ 352                | \$ -                         | \$ 9                | \$ -             | \$ 1,375          | \$ 1,736                     | \$ -                    | \$ 400           | \$ 400                          | \$ 2,136          |
| Program Food & Lodging   | \$ 5,564              | \$ -                         | \$ -                | \$ -             | \$ 64,007         | \$ 69,571                    | \$ -                    | \$ 5,314         | \$ 5,314                        | \$ 74,885         |
| Program Giveaways        | \$ 2,325              | \$ -                         | \$ 2,535            | \$ -             | \$ 6,402          | \$ 11,262                    | \$ -                    | \$ 1,795         | \$ 1,795                        | \$ 13,057         |
| fees                     | \$ 131                | \$ 294                       | \$ 98               | \$ 294           | \$ 272            | \$ 1,089                     | \$ 32,162               | \$ -             | \$ 32,162                       | \$ 33,251         |
| Transportation           | \$ 733                | \$ 467                       | \$ 156              | \$ 467           | \$ 2,438          | \$ 4,261                     | \$ 192                  | \$ -             | \$ 192                          | \$ 4,453          |
| Medical                  | \$ 601                | \$ -                         | \$ -                | \$ -             | \$ 1,253          | \$ 1,854                     | \$ -                    | \$ -             | \$ -                            | \$ 1,854          |
| Occupancy and Rent       | \$ 4,098              | \$ 9,221                     | \$ 3,074            | \$ 9,221         | \$ 8,538          | \$ 34,152                    | \$ 3,795                | \$ 18,018        | \$ 21,813                       | \$ 55,965         |
| Training and Development | \$ -                  | \$ -                         | \$ -                | \$ -             | \$ -              | \$ -                         | \$ 2,393                | \$ -             | \$ 2,393                        | \$ 2,393          |
| Travel                   | \$ 202                | \$ 454                       | \$ 151              | \$ 454           | \$ 420            | \$ 1,681                     | \$ -                    | \$ -             | \$ -                            | \$ 1,681          |
| Insurance                | \$ 1,863              | \$ 4,191                     | \$ 1,397            | \$ 4,191         | \$ 3,880          | \$ 15,522                    | \$ 1,725                | \$ -             | \$ 1,725                        | \$ 17,247         |
| Office Supplies          | \$ 525                | \$ 1,180                     | \$ 393              | \$ 1,180         | \$ 1,093          | \$ 4,371                     | \$ 541                  | \$ 498           | \$ 1,039                        | \$ 5,410          |
| copying,                 |                       |                              |                     |                  |                   |                              |                         |                  |                                 |                   |
| postage                  | \$ 990                | \$ 2,227                     | \$ 742              | \$ 2,227         | \$ 2,062          | \$ 8,248                     | \$ 917                  | \$ 2,246         | \$ 3,163                        | \$ 11,411         |
| Misc. Expenses           | \$ 310                | \$ 695                       | \$ 232              | \$ 695           | \$ 644            | \$ 2,576                     | \$ 285                  | \$ 1,746         | \$ 2,031                        | \$ 4,607          |
| <b>Tota Expenses</b>     | <b>\$ 48,200</b>      | <b>\$ 76,276</b>             | <b>\$ 27,577</b>    | <b>\$ 76,247</b> | <b>\$ 164,270</b> | <b>\$ 392,570</b>            | <b>\$ 61,048</b>        | <b>\$ 58,949</b> | <b>\$ 119,997</b>               | <b>\$ 512,567</b> |

# CAMP LEADERSHIP

## EXECUTIVE BOARD MEMBERS

Penny Cutrell, President  
Scott Sedlak, Vice President  
Steve Welby, Treasurer  
Traci Griffin, Secretary  
Matt McClelland, Past President  
Mark Kronemer, Member-At-Large  
Antonia Ponder, Member-At-Large



## BOARD MEMBERS

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Steve Brockman  
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Bert Schweizer III  
Chris Slagle  
Laura Welby

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Heather Bachman, Executive Director  
Jen Clark, Director of Camps  
Tricia McCaffrey, Volunteer and Acquisitions  
Suzanne Slagle, Office Manager



## MEDICAL ADVISORY BOARD

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Dr. John Puetz  
Barbie Ricken, RN  
Mollie Ring, RN  
Susanne Rosenberg, RN, MSN  
Abigail Sharamitaro PNP

## FOUNDERS

Allen and Ronnie Brockman



**We Are Moving in the New Year**  
New address: 108 Matrix Commons Fenton MO  
63026



The Camp Rainbow Foundation is one of 130 members of COCA-I (Children's Oncology Camping Association, International), whose mission is to strengthen the international community of camps for children with cancer and their families through networking, advocacy, education, and resources.

Camp Rainbow has been awarded the Gold Ribbon Camp designation by COCA-I. This is an honor bestowed upon camps which demonstrate a high level of commitment to serving children with cancer and their families.



Camp Rainbow Foundation  
108 Matrix Commons Dr  
Fenton, MO 63026

# CAMP RAINBOW



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