



## December 2014

Dear Friends of Camp Kesem,

As we close the books on 2014, all of us at Camp Kesem wanted to wish you and your family a very safe and happy holiday season. This past year has been a record-breaking year for us - serving more children than ever. We thank each and every one of you for your support. A couple year-end highlights to share with you include:

### **Giving Tuesday Was a Huge Success for Camp Kesem!**

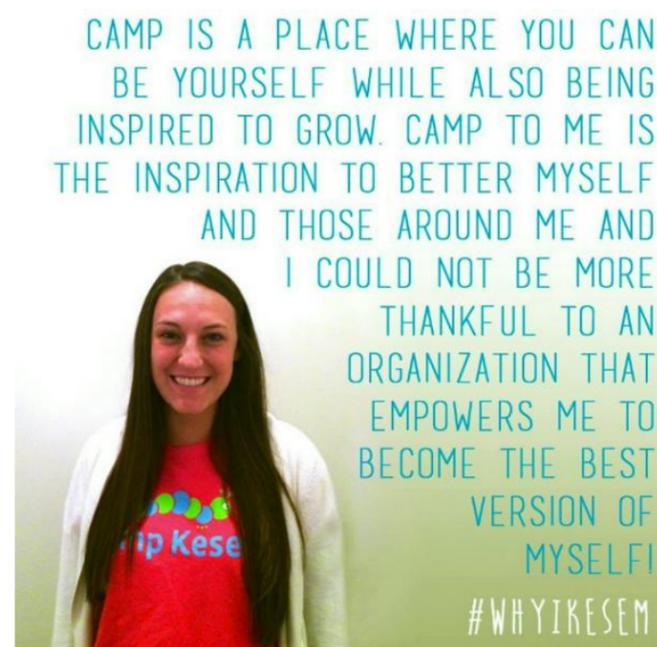
Thank you to so many of you who helped our efforts to raise awareness and funds - as part of "Giving Tuesday" - a national day of charitable giving and social awareness which took place on December 2! Our #GivingTuesday results were spectacular!

- 60 Camp Kesem chapters set up fun on-campus activations helping spread Camp Kesem awareness from coast-to-coast, rain or shine!
- We raised (drumroll!) over **\$33,000** collectively! This is an enormous leap from last year's handsome \$9,400 total.
- Two of our chapters raised over **\$2,000** - CONGRATULATIONS to the **University of Nebraska** and **Indiana University**. But a special HUGE shout out goes to the **University of Georgia** who brought in over **\$3,000**.
- In addition to contributions, Camp Kesem blew it through the roof in social media with an estimate of over **2 million impressions** worldwide and over **53 million press impressions!** (We're sharing a few of our favorite images below).



**A Beautiful Reminder About What We Do...**

Some of our wonderful chapters have been posting a weekly feature on social media titled "**#WhyKesem**". As we say good-bye to 2014 and embrace the promise of a wonderful 2015, we wanted to share a few of these messages with you. The words of our counselors so beautifully express why we are so honored to know each and every one of you!



Have a wonderful holiday! We look forward to seeing you and hearing from you in 2015. Even more important, we can't wait to help and support more and more

children touched by a parent's cancer. Happy New Year!

Jane Saccaro  
CEO, Camp Kesem

P.S. Don't forget these two wonderful ways you can help Camp Kesem!



**Camp Kesem is an Official  
Charity of the LA Marathon - March  
15, 2015**

Why not be part of the fun - and help raise awareness and funds by being a runner for **Team Kesem**? Registration is open now and spots are limited! To find out more about Team Kesem and how to register, please [click here](#).

**Use Amazon Smile on Last Minute  
Gifts!**

Make each purchase this holiday season count by signing up for [Amazon Smile](#)! For every purchase of a product marked "Eligible for AmazonSmile donation", Amazon will donate 0.5% of the purchase price to Camp Kesem! For more details, please click [here](#).

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P.O. Box 452 Culver City, CA 90232 (260) 225-3736