



## January 2015

Dear Friends,

We hope the holiday season brought you time with loved ones - and that the coming year brings you nothing but happy memories.

2015 has brought us something new already - a new name! While Camp Kesem will continue to be the name of our signature summer camp program, we have created an umbrella organization - called "Kesem" - a name we are quite proud of! We believe this integration of an umbrella organization will help us expand our programming and services beyond summer camp to children touched by a parent's cancer in new, exciting ways in the years to come.

But in the meantime, our focus on Camp Kesem and the thousands of families we serve is stronger than ever! In fact, we thought you'd enjoy hearing Camp Kesem's four goals for 2015:

**1. Serve 25% more children in our next camping season!** Our 4,000 campers in summer 2014 represented a near doubling of campers in just two years! But even with that impressive growth, we're making plans to give 5,000 children the experience of Camp Kesem in summer 2015. **SPECIAL NOTE:** our camper application is **NOW OPEN!** To register a child for Camp Kesem's 2015 season, go to our website ([www.campkesem.org](http://www.campkesem.org)) and click the big green "Register a Camper" button in the top right corner. Applications are reviewed on a first-come, first-serve basis. And please only register for one camp session. Questions? [applications@campkesem.org](mailto:applications@campkesem.org).



**2. We're opening eight new Camp Kesem chapters this summer!** Over a year of hard, dedicated work goes into the opening of each and every new Camp Kesem chapter. We are so proud of our passionate college student leaders who have worked for months with our talented national staff to prepare and plan for every aspect of these wonderful new chapters - all of

whom will be opening their Camp Kesem doors for the very first time this summer!

**Carnegie Mellon University**  
**Chesnut Hill**  
**Northern Arizona University**  
**UCSB**

**California State University, Fresno**  
**Cornell University**  
**Princeton University**  
**University of South Alabama**

**3. Accommodate more children at all of our camps!** With eight new chapters, our total number of camps will be 62! And were making room for 20% more campers in all of our camps from coast to coast!



**4. We're adding a second week of Camp Kesem to more chapters!** In the coming summer, 12 of our camps will offer a second week of camp! This expansion - which requires much appreciated time and energy from our college student leaders - helps us reach many of the children who would otherwise be on one of our waiting lists!

**Arizona State University**  
**MIT**  
**Northwestern University**  
**UC Davis**  
**UCLA**  
**University of Minnesota**

**Indiana University**  
**North Carolina**  
**UC Berkeley**  
**UCSD**  
**University of Michigan**  
**University of Wisconsin - Madison**

2015 brings the promise of so many good, positive things at Kesem. We are so grateful to our passionate college student leaders, loving campers, supportive families, generous donors, phenomenal Magic Makers, and friends like YOU who help make all of our goals a reality!

Let the countdown to summer begin!

With my deepest gratitude,

Jane Saccaro  
CEO, Kesem

P.S. If you're looking for fun ways you to get involved with Camp Kesem in 2015, please check out these two opportunities:



**Our Flagship Chicago Event!**

We are introducing a BRAND NEW event - The Magic Ball on Saturday, March 7, 2015 at the Redmoon Theater in Chicago, IL! This adult-only event takes the place of last year's Family Night at the Museum and will be a magical night of surprise and



**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

entertainment. We hope you'll join us! More  
at [www.themagicball.org](http://www.themagicball.org).

Team Kesem and how to register,  
please [click here](#).

*Camp Kesem is a program offered by Kesem, a nationwide non-profit organization  
that supports children touched by a parent's cancer.*



[Donate to Camp Kesem](#)

Stay Connected



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