



Redwood Logistics employees visited University of Wisconsin-Madison's camp, after raising over \$65,000 for Camp Kesem!

August 2016

Dear Friends,

As a national charity supporting children touched by a parent's cancer, we are fortunate to have so many fantastic corporate sponsors. Today, I'd like to tell you about one - [Redwood Logistics](#) - who truly earned a gold medal in the areas of passion and creativity recently.

It started as a simple idea: Integrate something about "Camp Kesem" into Redwood's annual "Redwood Games" - a company-wide outing held each summer in Chicago. A fun - yet highly competitive event integrating a number of Olympic-style team competitions - this year's Redwood Games included a twist: team fundraising for Camp Kesem, with the winning team receiving a 20-point lead before the Games began.

Teams were announced internally three weeks before the Redwood Games, which were held on August 11, 2016 at Chicago's Montrose Beach.

"We had no idea that our employees would embrace this effort the way they did," said Todd Berger, President and CEO, Redwood Logistics. "The work being done at Camp Kesem to support these kids and their families served as an inspiration to the whole team, and I couldn't be more proud of how our employees rallied around this effort."

The creativity of the Redwood employees was inspiring. We enjoyed regular reports of teams raising money from "Balloon Toss the CFO," karaoke competitions, bean bag tournaments, sponsored lunches, and bake sales.

Redwood's employee efforts raised over \$32,000. And with a generous match from Redwood's leadership team, the entire campaign raised over \$65,000 for Camp Kesem!

The winning team - "Keep on Truckin" - raised \$3,751. I was so fortunate to accompany Keep on Truckin's team captain, Jennifer Anania, and several other Redwood employees to one of our camps last week - and let them see first-hand the magic of what we do.

"Visiting a Camp Kesem site was inspiring. The life-changing support this organization brings to children touched by a parent's cancer is so important and

we are so happy to be a part of their mission!"



Camp Kesem campers created a banner in support and appreciation of Redwood Logistics, which was unveiled during the Redwood Games festivities.

We are humbled and in awe of the hard work, passion and creativity that Redwood Logistics put into supporting us. Their contribution to our mission will help us reach our goal of serving **7,000 children in summer 2017!**

And speaking of children served, we are also very pleased to share that we are at the conclusion of the 2016 camp season, where over **6,100 children** were able to experience the magic of Kesem. We couldn't be more proud of the over **3,000** dedicated college student leaders who led the charge this summer!

Please share in the joy had this summer by all by checking out the photos shared on our chapter's [Facebook pages](#).

With gratitude,

Jane Saccaro
CEO, Kesem

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



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