

Medicine treats the cancer. Camp heals the **soul.**



# GOOD TIMES PROJECT

Annual Report 2014

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## The Goodtimes Project **Mission**

The Goodtimes Project exists to offer Western Washington and Alaska families affected by childhood cancer a cost-free week of summer camp which:

- ⌘ Affirms the **joys of childhood** often missed by those in treatment
- ⌘ Fosters **friendships** between children and families who share common experiences
- ⌘ Instills **confidence** through a variety of programs and activities
- ⌘ Cares for their **social safety** as well as their **medical safety**
- ⌘ Strives to send the children back into the world as more **independent, caring, and capable** youth
- ⌘ Offers parents **peace of mind** as they entrust their children to camp, and take a well-deserved break

*Photos courtesy of Paul Dudley Photography*

# Thank you from Domino

This season presents us with many opportunities to feel grateful.

Just a year ago we were a brand new organization. We started off with hope and hard work, founded on the belief that together with our community, we could save Camp Goodtimes for current and future generations of campers.

It was a busy year.

With your help, we built something extraordinary and are proud to share The Goodtimes Project successes with you.

Thank you for the important role you play in The Goodtimes Project family. We are honored that you entrust your amazing children, your time, and your money with us.

Carol “**Domino**” Mastenbrook  
Executive Director



*My first experience at camp – the best part was hanging with the kids. The sponge fight was particularly awesome.*

# Launching Our Dreamboat

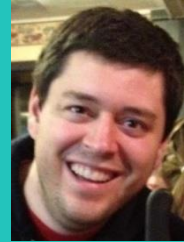
After 30 years, a large national nonprofit unexpectedly eliminated funding for pediatric oncology camps - it appeared **Camp Goodtimes would close after the 2013 season**. So a group of longtime volunteers (we'll call them "**superheroes**") stepped up to found The Goodtimes Project and start operations in late 2013.

The Goodtimes Project 2014 goals were to host two week-long camps at Camp Burton and the Kayak Adventure Camp **as though nothing had happened** to the funding or organizational structure.

We had **six months** to raise \$400,000, establish business operations (accounting, budgeting, fund development, administrative/office, technology/ website/social media, public & media relations), **plan the 2014 camp experience**, and rally hundreds of volunteers.

How did we do? Read on.

Some of our Superheroes!



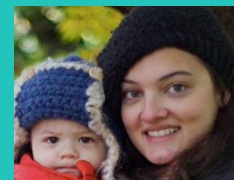
Kyle "Wasabi"  
Krum

Erin "Weezer"  
Wilson



Brick "Bacon"  
Spangler

Cory "Puck"  
Hoepfner



Alia "Wings"  
Ahmed

Jonathan  
"The Finance  
Guy" Werner





# Camp Goodtimes

## June & July 2014

“I think it’s really important for us to take care of the psychosocial needs of kids with cancer. To me, that’s part of a **holistic model of medicine** that I prefer. And I think it’s really important for kids to be able to say, ‘I have cancer’ and feel okay with that, and find someplace where people understand that they do have cancer and why they don’t have any hair right now. “

Ginger  
Childhood Cancer Survivor and  
31-year Camp Volunteer

The Goodtimes Project delivered on its promise of a seamless experience for campers and families for three awesome weeks in this, its inaugural summer as a program of The Goodtimes Project, and its 31st summer overall.

We called it our “31<sup>st</sup> first year”.

Residential camps were held for two weeks on Vashon Island, and the Kayak Adventure camp took place in the San Juan Islands.



Campers arrive at camp, say goodbye to parents, and “run the gauntlet” to the ‘woot woot’ of bedazzled volunteers.

You know camp has begun once you’ve run the gauntlet.

# The Camp Goodtimes experience

The theme of this year's resident camp was "Road Trip." Special activities at camp around the theme included:

- ⌘ Instrument building
- ⌘ Surprise performances by Seattle bands St. Paul de Vence and Casual Bowtie
- ⌘ Heart-Lighting Ceremony
- ⌘ Choreographed flash mob dance, and
- ⌘ Camper decorated mailboxes all around camp so that campers could exchange notes all week.



## Camp Goodtimes

is a *cost free* week long residential camp for cancer patients, survivors and their siblings, ages 7 to 17.

We sponsor two week-long camps on Vashon Island.

**Campers built dulcimers with the help of Rogers High School wood shop.**

**Click on the YouTube link below to see our camp flashdance!**

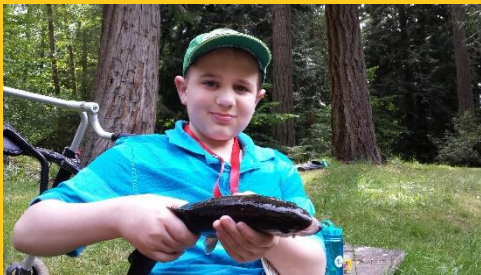


# Highlights from camp

- ⌘ all-day cruise (nicknamed “Da Boata”) on Puget Sound sponsored by Argosy Cruises
- ⌘ carnival sponsored by the Bellevue Rotary in June and the Tacoma Rotary in July complete with the infamous whipped cream fight and wacky hair styling by Gene Juarez Salons
- ⌘ closing dance and the Mooselips camp slide show held on Friday night of each week is always a major highlight

Days are filled with a variety of camp activities - arts and crafts, bike riding, boating, swimming, archery, sports, skits, meals, and just **lots of fun**.

Campers also had fun with fishing, the annual visit from the Vashon Fire Department (and splashing under the fire truck's hose!), the Leaders in Training Dinner celebration, and of course, the annual **Polar Bear Plunge** in Puget Sound at 7 am - with a Klondike Bar as a reward!



*Each cabin creates and presents a hilarious skit – complete with props!*

# A TYPICAL DAY AT CAMP GOODTIMES

7:00 AM

Wake up, shower, get ready for the day



8:15 AM

Flag, Pledge of Allegiance, camp songs



8:30 AM Breakfast



9:45 AM

Arts & crafts with volunteer "Rocksie," bike riding or kayaking



11:00 AM

Fishing with volunteer "Chinook" or instrument building



12:30 PM Lunch



1:30 PM

Cabin Time, where campers can read, write letters, draw or prepare for skits

2:45 PM

Whipped cream fight, pool time or disc golf



4:00 PM

Balloon pit, dance lessons, or photography program



5:30 PM Dinner and camp songs



7:00 PM Camp skits and s'mores



9:30 PM Lights out!



Go online to donate and help send a child with cancer to camp.  
[www.thegoodtimesproject.org](http://www.thegoodtimesproject.org)

Prepared in kind by Waggener Edstrom Communications







# KAYAK ADVENTURE CAMP

Serving **Young Adult** Survivors, ages 17-25

The kayak trip is a six-day adventure of camping and paddling in the **San Juan Islands** under the leadership of professional guides.

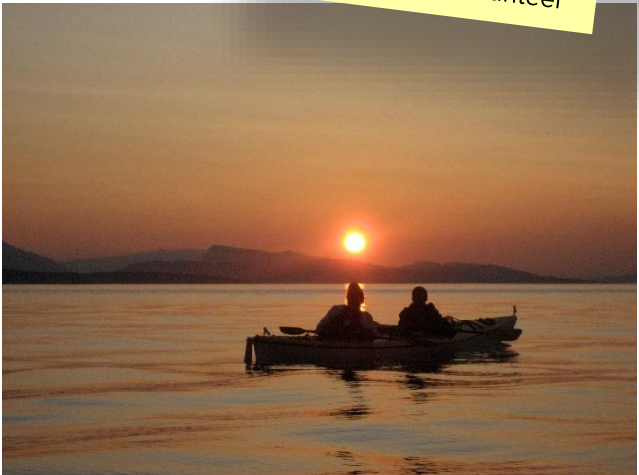
This year, campers paddled more than 35 miles and saw sea life, tried eating kelp, and experienced incredible scenery! Each night was spent camping on Jones, Turn and San Juan Islands.

This trip gives young cancer survivors the **opportunity to overcome challenges, practice teamwork, and experience the bonds of survivorship** in a breathtakingly beautiful setting.

The Kayak Adventure Camp offers campers an unforgettable experience to try something new and, in several cases, **accomplish something they never thought possible.**

*"The community grows by living and paddling together. Participants are given leadership tasks, such as to help plan the day's route and communicate the plans to the group. They also share in the cooking and other 'camp life' activities. By the end of the time, outlooks are changed and new directions found in the lives of many."*

- "Boss Hogg", former Camp Director and current volunteer



# None of this is possible without our **volunteers**

## *#Happy Campy!* Thank You Volunteers!

Full-time camp volunteers:	161
Hours per volunteer (per week camp + training):	189
Total full-time volunteer hours:	30,429
Financial value:	\$813,063 <sup>1</sup>

<sup>1</sup> Source: Independent Sector, *Value of a Volunteer Hour by State: 2013*, Washington State

**Thank you** to the local organizations who provided activity help during camp:



Disc Golf



# The stories of our lives

Last summer filmmaker, psychologist, poet, and former camper Tos Fackenthall captured video on the stories of Camp Goodtimes. Here are some excerpts:



***"My name's Jammer. This is my 9th year. I came for 8 years as a camper and this is my first year on staff.***

***I feel like camp is where I really got over a lot of the mental and emotional aspects of cancer. Camp kind of cured what no amount of medicine could.***

***Chemotherapy made me physically well, but camp made my soul well. And that's something I can never, ever thank the people at camp for enough. "***

***"My name's Jitterbug. I've been on staff for four years now.***

***I love this camp. I'm covered in whip cream, I've been in the dunk tank all day, and my voice is gone because I've been singing and dancing all week, so it's pretty awesome. I guess camp for me is home."***

***"I'm Ruby. This is my 6th summer volunteering with Camp Goodtimes. I come all the way from Minnesota.***

***Camp is something that I hope can continue on and on and on and on until, at some point, we're not going to need camp. Because, I'm hoping, sometime there will be cure found. But until then, we have to cure the spirit and camp is one of the ways that we can still do that for these kids, by giving them happiness and joy."***

***"My name is Gus Peterson and around here I'm known as Beef.***

***We give parents a break week, we give kids a chance to be kids, and we give kids a chance to not feel alone in their struggles. And once they don't feel alone, then they feel safe, then they take a deep breath, and then they just enjoy camp.***

***And the hope behind all of that is that once they give themselves permission to enjoy camp then they give each other permission to just enjoy life, and live it to the fullest."***



# In our inaugural year, we built a business model for **sustainability**

## Progress Against 2014 Goals

Fiscal Year 2014 (Oct 2013 - Sept 2014):

### *Revenue*

- ⌘ Planned revenue: \$400,000
- ⌘ Actual revenue: \$882,082. Includes one time gifts of \$273,976 and \$124,773.

### *Expense*

- ⌘ Planned expense: \$389,722
- ⌘ Actual expense: \$361,238

### *Staff*

- ⌘ **Nov 2013:** Hired Executive Director, Carol Mastenbrook, and Camp Director Gus Peterson.
- ⌘ **Sept 2014:** Hired Director Fund Development, Tina Davis.
- ⌘ **Oct 2014:** Gus resigned to return to California with his family (a planned event)
- ⌘ **Nov 2014:** Hired Camp Director, Ryan Boles, to begin January 2015

### *Business Operations*

- Created a website and online donation platform
- Established budgeting, accounting and payroll system
- Secured low-cost office space
- Created a social media presence

### *Fund Development*

- Built fund development process and collateral: donor acknowledgement and recognition system, grant making process, sponsorship materials, and donor campaigns.

## Fund Development

We began fundraising in December 2013, without the benefit of donor records. Our first donor campaign was executed solely through social media. It raised \$17,000.

With support from generous donors and dedicated volunteers, The Goodtimes Project went on to raise a total of \$483,000 during the next nine months, plus an additional \$273,976 one-time gift and \$124,773 legacy gift.

This includes \$165,000 raised during our signature Goodtimes Wine Auction and \$38,000 from our first annual Drive-A-Thon event.

We are proud recipients of Seattle Met Magazine's 2014 *Light a Fire* award for the nonprofit doing the "Most with the Least"

# Community fun(d) raising



Over 150 connoisseurs of fun and fine wine gathered to raise a glass and raise their paddles for Camp Goodtimes!

Our signature event, the **11<sup>th</sup> Annual Goodtimes Wine Auction** raised \$165,000. **Thank you** to Event Chair Astrid Uka, Event Founders David and Katya Allen, the dozens of volunteers who hosted the event, and our generous donors.

**Please join us on April 11, 2015 for our 12<sup>th</sup> Annual Event! Click on the Logo for more information.**



The **Drive-A-Thon** is a unique event where driving enthusiasts bring their Lamborghinis, Porsches, McLarens and their wallets to enjoy a day at the track and support The Goodtimes Project! The event raised \$38,000.

**Many thanks** to Tom Pritchett from Turn2, board member Santo Criscuolo, Team Bradley, The Ridge Motorsports Park, and our awesome donors and driving friends. Join us next year for a day of fun at the track!

**Many supporters hosted community events – Thank you!**

Tacoma Firefighters *Winter Blaze* event

Team Bradley Backyard BBQ

Cougar Ridge Elementary School PTSA Fundraiser

Robby's End of Chemo Party

Mount Vernon High School

Giving Chicks and Roosters

SODO Crossfit Event

San Gennaro Festival benefiting The Goodtimes Project



Interested in hosting an event? Contact Tina Davis at [tina@thegoodtimesproject.org](mailto:tina@thegoodtimesproject.org)

# Media coverage and awards





# Media coverage and awards

## The Goodtimes Project in the news

During our 2014 camp season, Camp Goodtimes was spotlighted on **KOMO TV**, **KING TV**, **KIRO Radio**, **Q13 News**, and **ABC News**, including *Good Morning America!* (click links for stories).

[KIRO Radio - Seattle: June 17, 2014](#) includes a wonderful article about camp

[KOMO TV - Seattle: June 18, 2014](#) featuring Alicia, Conner and Carson Dunham along with executive director Carol Mastenbrook

[ABC News - New York: June 19, 2014](#). Camp made national headlines when ABC News picked up the KOMO story, and again when it was run local affiliates across the country.

[Good Morning America - New York: June 20, 2014](#) featuring a beautiful story from long-time volunteer and former camper Gretchen Batcheller.

[KING TV - Seattle: July 21, 2014](#) includes a terrific story filmed during July camp

[Q13 - Seattle: August 13, 2014](#) featuring Kaci Aitchinson interviews of our campers during July camp.

As a result of this press coverage, we got the word out to people about camp and received many emails of support. The stories we told reflect **all of us and our amazing community**. Camp survived because you believe in it.

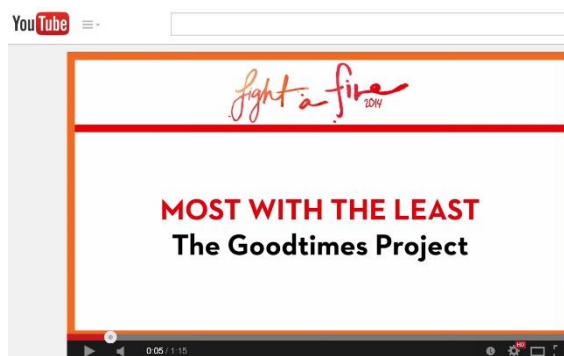
## Awards

Boeing Employees Credit Union *Community Benefit Award*

Boeing Employees Credit Union *People's Choice Award*

American Camp Association *Hamilton Award for Excellence in Programming*

Seattle Met Magazine *Light a Fire Award* for the nonprofit doing the “**Most with the Least**” (click video below)



# Financials

## STATEMENT OF OPERATIONS

Year Ending September 30, 2014

### Revenue

Individual Contributions	100,400
Corporate Contributions <sup>1</sup>	314,651
Events	213,239
Grants	128,381
Temporarily Restricted <sup>2</sup>	124,773
Interest	638

**Total Revenue:** \$ 882,082

### Expenses

Programming	308,281
Administrative	11,423
Fundraising	41,534

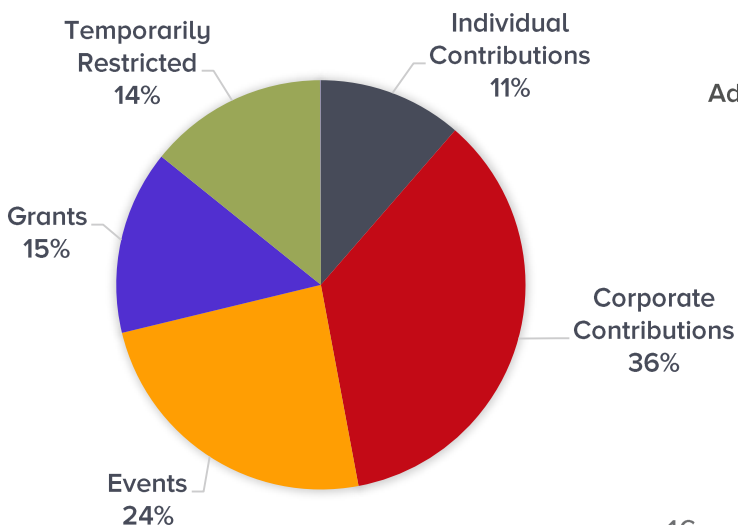
**Total Expense:** \$ 361,238

**Net Surplus:** \$ 520,844

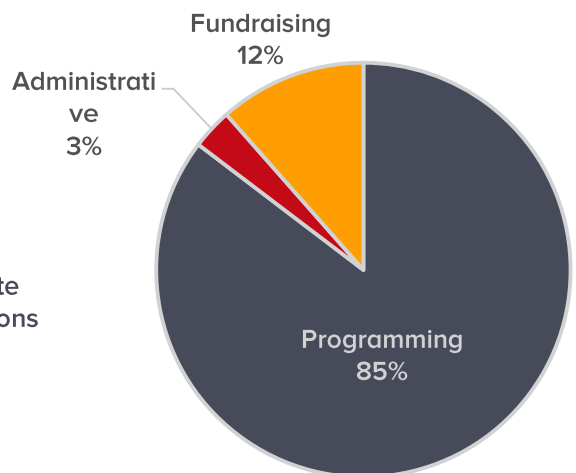
<sup>1</sup> Includes one-time fund surplus transfer of \$273,976 from ACS

<sup>2</sup> Legacy endowment transfer from ACS

### REVENUE



### EXPENSES



# Financials/Metrics

## STATEMENT OF FINANCIAL POSITION

Year Ending September 30, 2014

### Assets

Cash	402,552
Temporary Cash Investments (Legacy fund)	124,868
Donations/Grants Receivable	8,660
<b>Total Assets:</b>	<b>\$ 536,080</b>

### Liabilities and Net Assets

#### Liabilities:

Accounts Payable	1,894
Deferred Revenue	1,365

#### Net Assets:

Unrestricted	407,953
Temporarily Restricted	124,868

<b>Total Liabilities and Net Assets:</b>	<b>\$ 536,080</b>
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Total campers served in 2014 summer camps	206
<i>June Camp</i>	94
<i>July Camp</i>	101
<i>Kayak Camp</i>	11
Cost per Camper (all costs included)	\$1,754



# The stories of our lives

*"I'm Sparkle. I've been coming to camp for 11 summers ... I'm a pediatric oncology nurse because of Camp Goodtimes.*

*As a nurse, we take care of kids that are pretty sick, and every now and again I get the opportunity to talk about camp, hoping that they'll be well enough, that they'll have high enough counts where they can come.*



*Last year, I took care of this young woman, she was 14, and she had osteosarcoma. She was pretty unhappy, she was at the hospital for long amounts of time, she had terrible chemo and often she would come in with a fever or need to be hospitalized.*

*I loved taking care of her. So I talked to her about camp, and she ended up going to June week. I usually go to July, so I made a special point to come out [during] June Carnival day. And she ran up to me, her head was spray painted green and blue for the Sounders, she didn't have her NG tube, she was smiling and laughing and clapping, it was unlike any other version of her that I had seen. 'Cause usually she was pretty weepy and sad most of the time, she knew her diagnosis was not a good one. And I said, 'What's your favorite part?' And she said, 'I love all of it.'*

*I had her in August, she was inpatient again, and she needed a blood transfusion. And I said, 'Ok, I'm going to hang your blood now,' and she said, 'Sparkle, you can hang my blood, but not until you sing "Baby Shark".' I literally had to sing that entire song, while I was holding her blood in my hand, before she would let me attach it to her.*

*And that is one of my most favorite patient memories.*

*She died in December. And my nursing is different because of her. Because she reminded me to laugh, and that hanging blood while, yes, it's serious, can also be fun, and you can sing a crazy camp song, because that's a connection the two of you now have that you didn't have before that. And I went to her service and I told her family, her mom, how much she meant to me, and that seeing her at camp and loving being here was such a gift for me to see and for her be able to have. Because she wouldn't have had that if she stayed home. She was always so sick, and so her being able to come here was something that was such a good thing for her and her family. So her family got a little bit of a break, and she got to just be 14 and not 14 with cancer. And I think of her all the time, because I think, take the time, tell people about camp, because it will make their summer, it will make them remember what it was like before they were diagnosed.*

*She was very impactful on my life, and I'm grateful that I saw the hospital side of her, but mostly that I was able to see the camp side of her. It was magical."*

# Camp Champions! We need your continued help!

In 2015, the Board of Directors and staff will build a strategic plan centered on *year-round programming*. We ask for your **continued partnership** to build our supporter base and to fund our programming:

- ⌘ Share the story of The Goodtimes Project
- ⌘ Share **your story** of camp
- ⌘ Ask folks to sign up for our **mailing list** (or email us your list and we'll enter them)
- ⌘ Engage with us on social media! Repost on **Facebook**; retweet on **Twitter @CGT\_BeAKid**
- ⌘ **Promote/host** fundraising events
- ⌘ Volunteer at **fundraising events**
- ⌘ **Make a gift now!** If you itemize your taxes, gifts to The Goodtimes Project made by check, credit card, or appreciated securities offer three ways to save on your taxes.

Stock owned for more than one year can generally receive an income tax charitable deduction for the full fair market value of the stock at the time of the gift (up to 30% of your adjusted gross income), and you avoid paying capital gains on the appreciation in value since purchase.

Gifts must be given or postmarked by December 31 to affect your 2014 taxes, or donate [online here](#).

Please contact [staff@thegoodtimesproject.org](mailto:staff@thegoodtimesproject.org)  
to become a **Camp Champion!**

# Thank You

The successes and stories shared in this year's Annual Report are made possible by the generous support of our donors. Thank you for 31 years of support, and for helping the next generation of families we will serve in the future.

With your continued support, we can build a **year-round model of providing hope, joy and lasting support to families** affected by childhood cancer.



## 2015 Board of Directors

Brick "Bacon" Spangler, Co-President  
Cory "Puck" Hoepfner, ARNP, Co-President  
Kyle "Wasabi" Krum, Vice President  
Jonathan "The Finance Guy" Werner, Treasurer  
Sarah "Swannie" Swanberg, Secretary

Erin "Weezer" Wilson  
Alia "Wings" Ahmed  
Santo "Generator" Criscuolo  
Dr. Kara "Carrot" Menzer, ND  
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Laura "Fire" St. Germain