



Executive Summary Case for Support
Assignment #2: Fictitious Case for Support
Columbia University's M.S. in Nonprofit Management
NOPM PS5370: Fundraising Fundamentals for Nonprofits

Introduction

In the last two decades, Kesem has supported children through and beyond their parent's cancer. By offering innovative, fun-filled programs that foster a community, we aim to ensure that every child impacted by a parent's cancer is never alone.

We are reaching a pivotal point in our growth, where communities like Camp Kesem matter now more than ever. We turn to the future with hopes of expansion to fund additional programming areas.

Background and History

This year, we celebrate Kesem at 20. Shine On. Driven by college students, Kesem's flagship program, Camp Kesem, provides a weeklong summer camp experience. Camp Kesem was founded at Stanford University in 2000 with only 5 students. 20 years later, Camp Kesem has since expanded to over 131 college chapters in 44 states, making it the largest community that supports this important, yet overlooked population. In 2009, Camp Kesem served less than 2,000 children. Between 2013 and 2014, we increased the children we served by over 40% to nearly 4,000 children with 62 chapters nationwide. By 2019, 5,700 student leaders from 125 chapters in 44 states supported life changing experiences of more than 10,266 children. These experiences were a result of donors who invested \$12 million in our mission and strategic vision.

Vitality and Services

Nationally, over five million plus children are impacted by a parent's cancer and our services extend to them and their families - free of charge. Camp Kesem's overnight weeklong summer camp for children ranging 6-18 years of age has long lasting results beyond the flagship programming. Kesem's other services of 'Through and Beyond Support' include:

- Kesem Warm Welcome - A supportive and personalized care package to welcome all families into our Kesem community.
- Kesem Family and Friends Day - Community building days to welcome new and existing families and college students to serve as a touchpoint between yearly camp.
- Kesem Connections - Provide Kesem families with updates, deadlines, and news alerts.
- Kesem Online Resources - Offer online access to resources, such as related publications, other support organizations, and additional guidance.

- Kesem by Your Side - Give customized support for children suffering through their parent's cancer journey, especially in times of treatment and loss.
- Kesem Special Deliveries - Send personalized greetings for children.

How does a parent's cancer impact a child? Anxiety, low academic performance, emotional isolation, substituting adult responsibilities for social activities. Kesem supports this population by providing comfort, building confidence, creating connections, and strengthening communication skills. The Kesem model originates from empowering passionate college student volunteers to become leaders in their community. These student leaders recruit and train other student leaders, cultivate relationships with families, raise funds to support their local chapter, plan and execute impactful programs, and deliver year-round support services.

Fundraising Need

Our vision throughout 2021 is to increase our services to over 14,000 children annually, provide development and leadership training skills for 7,000 college students annually and expand to 150 chapters in all 50 states. In addition, we engage alumni and public-private partnerships. We work to expand diversity, equity, and inclusion initiatives in order to create opportunities that will support virtual, hybrid, and in-person programs.

The need for fundraising remains evermore vital, as we strive to ensure 81% of every dollar support our free services with only 19% of funding going towards organizational expenses: respectively 11% for outreach and development and 8% for administration. Our mission relies on 100% of voluntary contributions and has continually raised \$12 million annually.

Despite a global pandemic, we need to maintain our annual revenue for 2021. By supporting our programming needs, you help us hold camp sessions - now both in person and virtually, engage our 'Through and Beyond Support', train students, and hold leadership events on a national and local level. Outreach and development funds support our fundraising campaigns, event planning, capacity building, and chapter expansion among other avenues. Whereas, administration costs such as our systems and staff development ensure the future growth of Kesem.

Summary and Appeal

Kesem is truly a life changing experience. As a camper and current counselor states, "I think the most impactful part of Camp Kesem is the emphasis on the fact that we are a true family and a supportive, caring community. I have felt loved and have formed lifelong friendships. I am beyond grateful for Camp Kesem and want to make the most positive impact I possibly can. I also loved being able to be there for the campers and give them the safe, stress-free space that they need and deserve. It makes me so happy that I have been able to contribute to the happiness and comfort of the campers and counselors and I will cherish all my Kesem memories forever" (2019 Annual Report). We seek to maintain our yearly fundraising goal of \$12 million in 2021, we hope you can support us with a life changing gift to reach this goal. While these are uncertain times, we strive to continue to provide services to the children and their families who need them the most. Your charitable and tax deductible donation is a crucial milestone to ensure we can support our community needs for our next 20 years and beyond. Will you help us continue to Shine On?

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