



Thank you for being a part of the Camp Korey Community Campaign!

Do you enjoy running, hiking, biking, or walking? Can you create a safe, socially distanced bake sale or craft sale? Have your passion support the magic of camp through a Team Korey peer to peer fundraising challenge! It's the perfect way to create connections for a cause while we continue social distancing. Make every mile count!

Thank you for joining our passionate group of community members who are working diligently to help Camp Korey's mission to provide transformative camp experiences for children living with serious medical conditions!

Ready . . . Set . . . Go! Let us Start Fundraising!

Step 1: Set your goal!

We do not have a minimum fundraising requirement but we also encourage all participants to try their hardest and go above and beyond! Setting a goal also helps you share milestones with your friends, family and network along the way.

Step 2: Set Up Your Personal Fundraising Page

Camp Korey is using CrowdRise to create all personal fundraising pages. You may find instructions for creating your page on our Campaign's official fundraising page.

Camp Korey Website: campkorey.org/camp-korey-community-campaign/

CrowdRise Team Website: crowdrise.com/o/en/campaign/camp-korey-community-campaign

Step 3: Personalize Your Page

CrowdRise allows you to personalize your fundraising page through uploading photos, sharing stories, and posting updates. We encourage all participants to share what makes them unique and why they are supporting Camp Korey through this campaign.

Step 4: Share! Share! Share!

Through Crowdrise, you are able to share your personal fundraising page to all of your friends and family by posting links on social media and sending emails.

Make sure to follow Camp Korey on social media to get updates about camp and use those updates to get your supporters excited about who you are running for!

- [Facebook.com/campkorey](https://www.facebook.com/campkorey)
- [Twitter.com/campkorey](https://twitter.com/campkorey)
- [Instagram.com/campkorey](https://www.instagram.com/campkorey)

Remember the more you share, the more you raise! Tag [@CampKorey](#) when sharing your story, posting photos or updates, or to connect with fellow fundraisers. We love to see what you are up to and encourage you along the way!

Keys for Success

1. Make it Personal

- Give your supporters a story. Answer the question: Why am I supporting Camp Korey?

2. Add Visuals

- A picture is worth a thousand words. Photos, videos, and more add a personal touch and give supporters something to connect to. Camp Korey is happy to share photos with you, but we would love to see some of your own as well. Get out to camp for a volunteer day, or post photos of you running in a Camp Korey t-shirt. Every little bit helps.

3. Get to Know Camp Korey

- Be familiar with the Camp Korey experience. Read over our Who We Are sheet and FAQs included in this packet, go through our website and social media, or schedule a time to stop by or chat with one of our employees or volunteers. Reach out to us at teamkorey@campkorey.org if you have questions regarding our programs, scheduling a tour of camp, or anything else. We are always happy to help.

4. Don't Give Up!

- Most donors need to receive more than one ask. Try not to get discouraged if you aren't receiving donations right away; it takes time and patience to reach our goals. Send out multiple emails, keep posting on social media, and don't forget you have a network of support within Camp Korey. We want you to succeed!

5. Network

- Create resources such as business cards that you can quickly hand out after talking about your goal. Make sure to talk about it every day!

6. Host an Event*

- Have fun with your fundraising! Try collaborating with a local venue; host a BBQ, hold a car wash or training day. Get creative and make it personal. The more you care about your goal, the more others will want to support you.

*Please make sure to follow safety guidelines for COVID-19, wear masks, and socially distance!

7. Diversify Your Contact Points

- Use a mixture of phone calls, emails, social media, personal letters, and more. The more fundraising ideas you use, the better your chances are for success.

8. Thank Everyone!

- Your donors will receive an acknowledgment from Crowdrise or Camp Korey depending on how they give, but do not stop there. It is important to send a personal thank you, so they know how much you appreciate their support. Please reach out to thanks@campkorey.org if you'd like help thanking your donors.

Fundraising Tips:

- Keep your messaging short and to the point.
- Keep track of who you emailed and when.
- Email everyone. If you don't ask, you can't receive.
- Follow up! Plan brief email or social media updates for your supporters and make sure you circle back to anyone who you have reached out to but hasn't given yet.

Checklist for Success:

- ✓ Set up your personal fundraising page
- ✓ Share with everyone your story and fundraising goal
 - Maximize your effort by using at least three different tools (Social Media, Email, Phone Calls, Snail Mail, etc.)
 - Don't forget to include your fundraising link in emails and social media posts
- ✓ Keep you supporters and Camp Korey updated on your fundraising goals and milestones
- ✓ Use a timeline to stay on track and reach your goals

How Camp Korey Can Help

You are not just a fundraiser, but also a team member and more importantly a part of the Camp Korey family. We want to cheer you on and encourage you along the way but we also want to help you reach your goal. Please contact teamkorey@campkorey.org at any time if you need assistance or have any questions.

FAQs

What is Camp Korey?

Camp Korey is named for Korey Rose, a vivacious teen who lost his battle against bone cancer at age eighteen. His father, Tim Rose, founded Camp Korey in 2005 with his family to honor Korey's memory and create a safe haven for other families dealing with childhood illness and life-altering medical conditions. At Camp Korey, kids escape the worries of their health issues, make new friends, overcome challenges, and experience the many joys of childhood. The community's generous support allows for our programs to be 100% cost-free for our campers and families!

What is the SeriousFun Children's Network?

Founded by Paul Newman, SeriousFun Children's Network is a global network of 16 independently managed and financed camps. Through our Global Partnership Program (GPP), SeriousFun works in collaboration with other international organizations to deliver the camp experience to children with serious illness in more remote parts of the world.

How much does it cost to send a child to camp for a week?

All of our campers are coping with serious and life-altering medical conditions. In order to provide a safe and empowering week-long session at camp, our personnel, program, and medical costs add up to about \$2,500 per child, per week. Inspired by Paul Newman's vision to give these children an extraordinary camp experience free of charge, Camp Korey provides all of its services at no cost to the families. We are entirely supported through charitable donations from individuals, corporations, and foundations.

What goes on at Camp Korey when you are not having summer camp?

Camp Korey continues to serve children and families in the off-season! While school is in session, we use Friday, Saturday, and Sunday to host Family Weekends, Teen Weekends, and Family Day Adventures. We also coordinate our Camp to You hospital outreach program at partner hospitals and healthcare centers throughout the Puget Sound Region, Spokane, and Portland. In 2020, we have introduced Virtual Summer Camp among other online programming to reach campers with activity kits and online programming that builds connections and offers the magic of camp at home!

How are my donors acknowledged for their gift?

Every donor who contributes any amount to your fundraising page online will receive an emailed receipt for their contribution from Crowdrise. If you have donors who would like to donate through personal checks they will receive an acknowledgement letter from Camp Korey for their donation and we will reflect the donation on your personal fundraising page. Contact thanks@campkorey.org if you have any questions about acknowledgements or how we track donations.

If I increase my fundraising goal, am I committed to that higher amount?

Excellent question, and the answer is, “No”. If you decide to increase your overall fundraising goal, you will not be penalized for not reaching it. If you want to shoot for the stars and try to raise \$10,000 to cover the expenses of a day of the Family Weekend program, go for it! Once you create a page, you can log in and change the goal listed on your page at any time you so desire.

What do I do with checks and cash?

Please ask donors to make checks payable to “Camp Korey,” and write your name in the memo line, or include a note with the check to let us know it is for a Team Korey participant. Checks should be mailed to **Camp Korey, Attn: Camp Korey Community Campaign, 19031 33rd Ave W, Suite 211 Lynnwood, WA 98036**

Please deposit cash donations into a checking account and send a check made payable to Camp Korey, or make a gift online with a credit card. Should the donor wish to receive an acknowledgement letter, please include the total amount donated and the donor’s mailing address.

We are so excited to have you as part of community campaign!
Please do not hesitate to get in touch with us at teamkorey@campkorey.org



WHO WE ARE

Camp Korey

24880 Brotherhood Road, Mount Vernon, Wa 98274

<https://campkorey.org> | (425) 440-0850

Camp Korey is a 501(c)3 nonprofit organization.

Our Federal Tax ID is 20-3829742

WHO WE SERVE

Camp Korey serves campers who have life-altering medical conditions, along with their families, through unique and adaptive therapeutic recreation programs designed to increase self-esteem, confidence, and resiliency. Programs throughout the year serve children who have more than 35 major medical conditions. In 2019, 1,602 children and family members attended Camp Korey programs. Thanks to generous supporters, programs are always provided to camper families at no charge.

CAMP PROGRAMS

Residential Summer Camp: four- to five-day sessions of fun, friendship, and adventure for campers ages 7-17, Summer Camp is often the first time a camper spends the night away from their parents. In 2019, 8 sessions served 281 campers.

B.L.O.C.K.: Building Leaders Out of Camp Korey, a program for campers age 16-18 which provides leadership training and personal growth. Campers develop skills in areas important for success as they transition into adulthood, including autonomy, leadership, and medical self-management. In 2019, 35 campers experienced B.L.O.C.K. throughout the 8 weeks of summer camp.

Family Weekends: time for respite and fun with the whole family for campers ages 0-17, Family Weekends connect camper families to others with shared experiences. 9 Family Weekends in 2019 brought 364 campers and family members to camp.

Camp to You: bringing the joy of camp to children and families in healthcare settings, which can often be isolating and stressful, Camp to You offers unique, creative and developmentally appropriate activities to restore joy, community and self-esteem. In 2019, Camp to You served 975 children and family members at hospitals and clinics in the Seattle and Tacoma areas.

2020 Virtual Summer Camp: Campers join us for our traditional camp activities online. By gathering around a virtual campfire we can ensure safety, fun, and continued connection for all our participants. We will offer interactive virtual camp sessions aimed at replicating the in-person camp experience as much as possible. Campers will be mailed all of the camp supplies and goodies needed to participate in activities and have fun! They will follow along with staff and volunteer counselors and will have opportunities to connect with others in real time, just like at camp.

MISSION

Camp Korey's mission is to honor the courage, strength and determination of children and their families living with life-altering medical conditions by providing them with a transformational experience in a fun, safe camp environment with specialized medical support.

VISION

Giving joy, adventure, and resilience to every child who needs it.

VALUES

safety | respect | fun | collaboration
partnership | stewardship | passion
sustainability | excellence

HISTORY

Camp Korey is named for Korey Rose, a vivacious teen who lost his battle with bone cancer at age 18. His father, Tim Rose, founded Camp Korey in 2005 with his family to honor Korey's memory and create a safe have for children and families. In 2012, Camp Korey became a member of the SeriousFun Children's Network. In the summer of 2016, Camp Korey purchased a beautiful 200-acre property in Mount Vernon, WA with ambitious expansion plans. Today there are more than 20,000 children in the Pacific Northwest with serious and life-altering medical conditions who could benefit from Camp Korey's programs.

Joy, Adventure, and Resilience for Every Child Who Needs It



My daughter has always loved Camp Korey, as it is a place where she can be herself, with no worries about her face. She blossoms there and has so much fun. At public school, she is always cautious about who she is, in the event that other kids will judge her face and then her personality. I think that her good times at Camp Korey have slowly taught her to trust herself in public. At Camp Korey she has met people who accept her and even like her for who she is, problems and all.



We were nervous the first time we took her to Camp Korey, but we found everything so well organized... the greeters, the lunch, the activities for the kids while they waited for everyone to be processed, the nurses, the tour of the camp by one of the staff, the genuine enthusiasm and unconditional acceptance of all of the kids by the staff, and the ability to send emails or leave letters to our kids. So we were able to leave her there and the rest is history!

I just appreciate the fact that these kids, who are usually overlooked in the real world, are the center of attention at Camp Korey.

- Camper Parent Eileen

“Our daughter made a new friend that she hopes to keep in contact with until next year’s camp. She liked seeing that there are other kids like her, and she could just be herself and not have to explain. This was her first time at an overnight camp, and she had the BEST experiences and the most amazing time. Her only complaint was that she had to go to sleep at night!” – 2019 Camper Parent



“There have been many times when I’ve seen a child smile and actively participate when prior to the visit they were down in the dumps. This is a wonderful outlet for our patients and families.” - Camp to You Medical Provider Partner