WHERE "RIGHT NOW" means

IT'S TIME FOR

THE OOCR

ANNUAL REPORT

2015 Edition

Where kids with cancer can just be kids.
Camp Oochigeas (Ooch) is a privately funded, volunteer-based organization that provides kids with cancer and kids affected by childhood cancer with unique opportunities for growth through challenging, fun, enriching and magical experiences.

To learn more about Ooch, visit ooch.org or join the conversation.
Dear valuable donor, volunteer and friend of Ooch,

Giving kids with cancer what they need most — the chance to be kids — happens because of individuals like you.

Without you, the programs our campers and families have come to rely on simply wouldn’t exist. In 2015 your support allowed us to reach more kids, more often with more Ooch and for that we are incredibly grateful. As you leaf through this report I hope that you will be inspired by your choice to invest in the lives of children living with and affected by childhood cancer. I want you to know that your support is making an immediate, long-term and life-changing difference.

Your commitment to Camp Ooch is the reason kids with cancer have a place where "I'm strong" means reeling in the big one or "it hurts" means laughing until it does. Camp Ooch is a place where cancer takes a back seat to laughter, friendship and fun and kids with cancer thrive in the delights of being a child.

On behalf of the kids and families we are privileged to serve through your support, thank you.

- Alex Robertson
Chief Executive Officer
Dear Friends at Camp Ooch,

Emily and Sara just wrapped up another joyful, loud, occasionally rowdy, always fun-filled week of day camp with you, and we want to express our long-overdue gratitude for all that you’ve done for our family.

We first met you almost three years ago. Emily, not yet three years old, had just been diagnosed with leukemia and we were living on the eighth floor at SickKids. Our first encounter was with Dennis, who knocked on Emily’s door and asked if she’d like to play a board game. “A game? With a stranger?” we thought, with alarm. “Don’t you know our child has cancer!?”

We replied with a polite “No thank you.”

Slowly, very slowly, as we watched Camp Ooch work its magic on the kids in the unit, we came to the realization that Emily might actually like to play a game with a new friend, that it might be good for her to share a laugh with someone who wasn’t holding back tears.

So we started saying “Yes please” when Camp Ooch came calling. And what we’ve all gained since then is immeasurable.

You gave Emily moments of pure, desperately needed, escapist fun. You wisely stepped back when she needed quiet. You made her feel like a celebrity greeting her fans when she walked into the clinic. You made her look forward to going to the hospital, a place that brought her suffering and fear. You found her silly soul buried under layers of fatigue and sadness.

Now that she’s well, Camp Ooch is equally important to Emily, but in a different way. She looks forward to camp and special events with fierce anticipation. It’s a place of comfort, where she is fully herself. Now she’s strong enough to participate in everything, and she is all in!

To Sara, the often-forgotten sibling, you’ve given just as much. You gave her your undivided attention at a time when all eyes seemed to be on Emily. You made her feel like it was okay to have fun again. You eased the burden of being the cancer patient’s sister.

Now, Sara feels like Camp Ooch belongs to her just as much as it does to Emily. When we see her with you, we see the happy girl that we feared was lost.

What you’ve given us, the parents on the sidelines, is respite when we needed it most, joy in our children’s joy, an understanding that doesn’t require words, and an expansion of the circle of care that has carried us through Emily’s cancer and beyond.

Please know that every single day you go to work, whether at the hospital, downtown or at camp, you are making a profound difference in the lives of children with cancer and their families. A smile, a familiar joke, a messy craft, a song, a dance, a game – it all counts. It all adds up. Our kids, all the kids, need these things as much as they need their medicine. Thank you for giving it to them.

With gratitude,
Megan Easton & Kevin Best
(Sara and Emily Best)
“Our daughter came back with a sense of pride and the beginnings of baby steps towards independence. She excitedly tells us about the people she met at Camp Ooch and weeks later, still wants to talk about it at bedtime and share the memories with us.”

- Camper Parent
CAMP OOCHIGEAS 464 Bathurst Street, Toronto, ON M5T 2S6 – MUSKOKA 4256 Hwy 141, Rosseau, ON P0C 1J0

2015 EXPENSES BASED ON REVENUE

78% OF EVERY SINGLE DOLLAR goes to fulfilling our mission to provide kids with and affected by childhood cancer with unique opportunities for growth through challenging, fun, enriching and magical experiences.

To view our audited financial statement click here.
2015 BY THE NUMBERS

- 99 campers were introduced for the very first time to Ooch programs through the In City Camper & Family Programs
- Over 291 families participated in Camp Ooch Family Programs
- 14 new campers attended Day Camp for the very first time
- 62 new campers attended Overnight Camp for the very first time

100% of programs were offered at no cost to campers and families because of generous donors like you!

CAMP OOCHGEAS 464 Bathurst Street, Toronto, ON M5T 2S6 – MUSKOKA 4256 Hwy 141, Rosseau, ON P0C 1J0
2015 BY THE NUMBERS

**CAMP OOCH**
- **CAMP OOCHIGEAS** 464 Bathurst Street, Toronto, ON M5T 2S6
- **MUSKOKA** 4256 Hwy 141, Rosseau, ON P0C 1J0

**HIGHLIGHTS**

- **THERE WERE OVER 4794 PARTICIPATIONS IN THE OVERNIGHT & IN CITY PROGRAMS**

- **8543 PATIENT INTERACTIONS TOOK PLACE THROUGH THE IN HOSPITAL PROGRAM**

- **100% OF PROGRAMS ARE FREE**

**Thank you to campers and families because of generous donors like you!**

CAMP OOCHIGEAS 464 Bathurst Street, Toronto, ON M5T 2S6 – MUSKOKA 4256 Hwy 141, Rosseau, ON P0C 1J0
MONTHLY GIVING – A reliable source of funding that gives kids with and affected by childhood cancer what they need most – the chance to be kids.

Your monthly donations ensure a consistent and reliable source of funding that gives kids with and affected by childhood cancer what they need most – the chance to be kids. Every donation is transforming lives.

For as little as $10 a month, making a difference in the life of a child with cancer is simple and affordable.

These monthly gifts create a reliable source of funding and help reduce our administrative costs.

**BECOME A MONTHLY DONOR TODAY!**

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2015 Edition

THE SPORTING LIFE 10K

OVER $2M raised

(much-needed funds for Camp Ooch in 2015)

OVERVIEW

CAMP OOCH

464 Bathurst Street, Toronto, ON M5T 2S6 – MUSKOKA 4256 Hwy 141, Rosseau, ON P0C 1J0

CAMP OOCHGEAS

FROM US

HIGHLIGHTS

VOLUNTEERS

THANK YOU

OOCH.ORG
The 2015 Sporting Life 10K brought together more than 27,000 participants who walked or ran down Yonge St. in support of Camp Ooch. Raising over $2M, (one third of our annual budget) these funds remain a critical resource that help ensure kids with cancer have access to the quality programs we are trusted to deliver at no cost. Thank you to everyone who participated, led a team, took the corporate challenge, or made a donation. Your support is making a meaningful difference!

Click below for the lists of the 2015 Sporting Life 10K fundraisers who raised $1,000 or more.

SPORTING LIFE 10K FUNDRAISING TEAMS DONOR LIST

SPORTING LIFE 10K INDIVIDUAL FUNDRAISERS DONOR LIST
"Ooch is there when we need it most, it's a place where we can grow, love and learn. Ooch is a place where we can express ourselves and not be judged or feel like we aren't good enough. Ooch is there when we need a shoulder to lean on and where friends stay in our hearts forever. Ooch is not just a camp but a home."

Steven, 12 year old Camper
HELPING KIDS “FIGHT THEIR CANCER BETTER”

“There's an amazing difference that we see with these kids when they come to Camp. Within hours of getting off the bus and starting the activities, you see them just starting to open up and they make new friendships and they start to really put their cancer diagnosis and their cancer treatment aside for the time that they are here.”

- Dr. David Malkin
The Hospital for Sick Children
Senior Staff Oncologist Haematology/Oncology.

“The attitude they develop coming out of Camp is an important part of their therapy and their healing process really helps them to fight their cancer better.”

- Dr. Jim Whitlock
The Hospital for Sick Children
Division Head Haematology/Oncology.
2015 Edition

BOARD OF DIRECTORS

Don McCreesh (Chair)
James Bunting (Vice Chair)
Andrew Irvine (Past Chair)
John Langhorne (Chair, Audit Committee)
Alison Chick
Averill Clarke RN
Susan Huggett
Dr. David Malkin
Andrea Metrick
Theo Michalarias
Mark Redmond
Jamie Scarlett
Dr. James A. Whitlock

MANAGEMENT

Alex Robertson
Chief Executive Officer
Allison Howell Quinton
Chief Development Officer
Alison Booth
Director, Finance & Corporate Services
Aimee Bruner
Director, Site Expansion & Special Projects
Brian Edmonds
Director, Operations
Kerry Whiteside
Director, Community and Annual Giving
Sarah Nelles
Director, Programs
“During my day visits and overnight stays at SickKids I don’t know what I would have done without Camp Ooch. When I wasn’t feeling well, or had nothing to do, the Camp Ooch staff would come to my room and offer to play games, or take me to a playroom to make crafts with other kids at the hospital. They helped distract me to get through the day. I love the nurses and doctors at SickKids but without the Camp Ooch staff, we would be in our rooms, feeling sick most of the time. Ooch lifts my spirits by just being there.”

Diana – Current Leader in Training (LIT) and former camper
CAMP OOCH

2015 Edition

FROM US  HIGHLIGHTS  OVERVIEW  VOLUNTEERS  THANK YOU

CAMP OOCHIGEAS 464 Bathurst Street, Toronto, ON M5T 2S6 – MUSKOKA 4256 Hwy 141, Rosseau, ON P0C 1J0

OOCH.ORG
A VOLUNTEER EMPOWERED ORGANIZATION

Applications to volunteer in 2017 go live in December 2016. Be sure to check out ooch.org.

Grounded in our roots of volunteerism, Camp Ooch continues to be, a volunteer empowered organization. Hundreds of volunteer counsellors deliver the Magic of Ooch 365 days a year at Ooch Downtown, Ooch Muskoka, The Hospital for Sick Children (SickKids) and various other sites across the Province of Ontario.

THANKS TO ALL OF OUR VOLUNTEERS.
“I lost part of myself going through this roadblock called cancer, but Ooch helped bring the real me back.”

- Camper

“Camp Ooch is the happiest place on earth.”

- Camper

“Camp Ooch is raising a society of amazing kids with stories I hope most of us never know or experience personally. A society of kids bound together not by the type of cancer they have but the Camp that introduced them as friends.”

- Camper Parent

“Ooch makes all things possible! 😊

- Camper
Thank You

CAMP OOCH
FROM US
HIGHLIGHTS
OVERVIEW
VOLUNTEERS
THANK YOU

CAMP OOCHIGEAS 464 Bathurst Street, Toronto, ON M5T 2S6 – MUSKOKA 4256 Hwy 141, Rosseau, ON P0C 1J0

Thank You

CAMP OOCH

THANK YOU

OOCH.ORG

Hear more... from Graduating Campers

CAMP OOCH
INDIVIDUAL FUNDRAISERS & IN CELEBRATION TRIBUTES

Click below for a list of individuals who raised funds or received donations in their name of $1000 or more during the 2015 fiscal year (January 2015 – December 2015)

THANKS TO ALL OF OUR FUNDRAISERS, IN CELEBRATION TRIBUTES, INDIVIDUAL DONORS, CORPORATIONS, FOUNDATIONS & ASSOCIATIONS, COMMUNITY EVENTS, IN MEMORIAM TRIBUTES, DONATIONS-IN-KIND.