



**CAMPFIRE
CIRCLE**

FORMERLY CAMP OUCH & CAMP TRILLIUM

Healing Through Happiness

Your Impact in 2022





Dear friend of Campfire Circle

Campfire Circle is passionate about building a world where children thrive and families heal. Through our in-hospital, community and overnight camp programs, Campfire Circle fosters resilience, wellbeing and lifelong connections for kids and families affected by childhood cancer and other serious illnesses.

This year was all about building back community, and returning 2,000 Campers and their families to in-person programs! Your support has been critical, enabling us to be there to help families in crisis, when they needed it most.

Earlier in the year, we also became Campfire Circle. Our new name places kids and families at the heart of what we do, and recognizes the circle of care that surrounds them, including you!

Thank you for your support—enjoy our short video to see your gifts in action:

<https://youtu.be/XjCoSbFiKtg>



Ashley Hilke
Chief Development Officer

Overnight camps return!

After a long hiatus, elated Campers and their families were reunited with beloved overnight camp programs. More than 1,000 Campers attended our two year-round overnight camp sites where kids and families had fun and healed together in the great outdoors. Fall programs continue so that we reach every family in our community.

Family camp returned to Rainbow Lake with half of families having a child under the age of seven, on active treatment. Here, they accessed emotional support and connected with others who share a similar journey.

In Muskoka, traditional kids-only camp returned with a new sibling-only session, and double the specialty sessions for bereaved siblings. Our medically safe environment helps kids grow independently, gaining confidence through new experiences and building new and lasting friendships.

“We had the best time at Rainbow Lake. Last year Alyssa wouldn’t leave our side...this year she’s like, ‘Bye mom, I’m hanging out with my friend!’ It’s so healing to be surrounded by people who understand what we have lived!”

– Camper Mom



160+
families rediscovered
sparks of light
and laughter at
Rainbow Lake



230+
siblings supported
each other in
specialty sessions,
designed just for
them!

**50% of
children at
family camp
were on active
cancer
treatment**

Camp-inspired programs bring bedside friendship and connection to children's hospitals all across Ontario. More than 1,000 kids received a cancer diagnosis during the pandemic. Campfire Circle was at their side, connecting them to new friends and a community of support.

Program specialists meet Campers at their bedside, introducing them to the magic of camp. By tailoring experiences to each Camper's interests, they bring much needed joy during times of crisis.

Bringing friendship to hospital bedsides

We meet most of our Campers on their first day in hospital

7,700+

one-to-one experiences were provided daily at SickKids Hospital, McMaster Children's Hospital, and the Children's Hospital at London Health Sciences Centre

1,600+

patients took part in special theme days, such as Superhero Week, Around the World, Moana Day

"Being a kid with cancer is incredibly stressful. That's why the programs Campfire Circle offers for patients while they are in-hospital is a form of treatment that only camp can provide. Camp helps with emotional wellbeing, increased resilience, and building caring connections."

– Dr. Sarah Alexander

Chair, Campfire Circle Medical Advisory Committee & Medical Director; Clinical Director, Paediatric Haematology/Oncology, SickKids





520+
Campers joined community programs, making friends and building a local support network close to home



6 family camping trips in communities throughout Ontario

Burning bright across Ontario

Families from eastern and southwestern Ontario dipped their toes into the waters of camp by registering for community-based programs. From the Amazing Race and garden tea parties, to family camping trips, and virtual programs, our circle of friends grew even bigger this year.

Sam, age 5, and her family attended their first in-person program at our Ottawa family camping trip. Diagnosed during the pandemic, Sam had missed out on many childhood experiences. This all changed during a weekend camping trip in July. It was a weekend of firsts: Sam had her first s'more, first time sleeping in a tent, and her first time swimming with her family.

These “firsts” contribute to healthy childhood development, something kids living in hospital often miss out on. Your support is helping give families back these precious childhood experiences.

“We could never have gone camping without you. We wouldn’t have had a clue on where to start. You’ve given us so much confidence that we will be able to do this as a family. We are even making plans to camp with one of the other families we met this weekend.” – Camper Parent

[Read more stories about your impact online. Click this link.](#)

Lily's story

For many families, local day programs provided directly in communities where they live, or programs provided at the hospital, are the most accessible for children with complex medical needs. It's also a chance for families to get comfortable with trusting us to support their children, before sending them away to camp!

At only a few months old, Lily was diagnosed with a brain tumour. Now 5, Lily lives with a feeding tube and a wheelchair. For Lily's family, Ottawa Day Camp was the best way for Lily to experience camp. Her parents were unsure if Lily would be able to make it through one full day of day camp, let alone a whole week. With the attention and care of our nurses and a one-on-one aide, Lily enjoyed five full days of day camp, where she met and gained many new friends.

When picking Lily up from her last day of camp, her parents shared this was her first time away from them for more than a few hours. Seeing how happy she was, and knowing that her needs were met, they were optimistic about her future and felt confident trying school in the fall. It's this sense of hope for the future your gifts make possible!

"She's made friends at camp and that means the world to all of us."

– Lily's Mom



Thank you for creating sparks of joy!

There are thousands of children diagnosed with cancer and other serious illnesses not yet served by Campfire Circle.

Your ongoing generosity and support means that we can continue to work toward helping more families in crisis every year.

A sincere thank you for the joy and hope you bring to so many kids and families.



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Camp was absolutely the most positive experience of my daughter's life. The connections, friendships and experiences will last her a lifetime. Thank you.

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