



2020 Highlights and Successes

The Painted Turtle is immensely grateful for your commitment to our campers and our pivot to virtual programming, especially during a challenging year of the pandemic and racial and social injustice. Thanks to generous support like yours, The Painted Turtle has now provided more than 80,500 authentic, recreational camp experiences to children with serious illness and their family members.

Note from a Camper Parent (2020)



The year was extremely tough, taking my medically complex child away from school and friends where he was able to feel somewhat normal, but Camp lit him up and brought him back to his joyful self when he saw his friends and favorite counselors! He was back to being his spunky self! When it was over, he cried happy and sad tears because this is his home away from home! Thank you Painted Turtle for always thinking outside the box and still creating joy in our kids when they need it!"

2020 Successes

Although we had to pivot to virtual, our programs were well received and allowed us to reach more campers and families (over 15,500) during a time when they needed Camp more than ever before. Having a child with a serious illness can already feel isolating, so it was important during this time that we created a sense of connection, belonging, and social and emotional support for the primary camper, but also siblings and caregivers. Thank you for helping make this impact.

The following highlights our proudest accomplishments:

- ♥ We delivered **3,394 camp experiences** to children, siblings, and caregivers during one in-person family weekend in February and the remaining virtual: three Family Weekends, six summer sessions, a Cabin Chat series, seven Free Choice programs (Caregiver Cafe, Crafty Corner, Discovery, Fun with PUN, Movin' and Grovin', Music Mania, and Teen Lounge) and two day events.
- ♥ The Painted Turtle Outpost Program reached an additional **12,390 children and caregivers** through outreach to 22 hospitals and clinics across the state of California. As we pivoted to virtual, we sent supplies for Child Life Specialists to put together bedside activity bags and held virtual playroom sessions at UCSF Oakland, UCLA Mattel, and Miller Children's hospitals. Additionally, we completed our newest video on the Outpost program which you can view [here](#).



- ♥ In May, we held our **first ever virtual Family Weekend for a new condition, Adrenoleukodystrophy (ALD)**, which served as a pilot for our summer virtual programming. Led by a team of ALD and Stanford medical experts, alongside Painted Turtle staff, valuable medical information was shared, connections were formed, and most importantly, we explored the ways that the magic of Camp can be delivered virtually. With no element of travel or limits to beds onsite, we served 69 families for a total of 215 participants from different states and even countries. Session video can be viewed [here](#).
- ♥ We hosted our first ever **virtual fundraising events** in 2020 as well. In July, we held our Imagine 5k virtual run/walk event and exceeded our expectations with over 350 participants, 29 teams, over 700 donations and 1,100 miles covered. Additionally, in December, we held our first virtual Camp-A-Thon event on Giving Tuesday, which was a unique celebration of our programs, campers, volunteers and more. With celebrity cameos, camp videos, and a special performance by Neil Young, the event was a success and exceed our fundraising goals. You can view the closing Campfire video [here](#). We look forward to continuing both events in 2021.
- ♥ In June 2020, our **Diversity, Equity, Inclusion and Sustainability (DEIS)** committee convened for the first time to discuss current concerns and proposed improvements to how we approach the topic. While the group continues to have crucial conversations and move forward on goals, we are creating an agreed-upon mission and structure. In October 2020, the committee organized our first all staff DEIS workshop focused on foundational knowledge on a wide variety of topics and will continue the focus on training into 2021.
- ♥ We held our second **Campamento para Familias Family Weekend** (conducted entirely in Spanish) virtually in the fall and we were able to serve 111 camper participants. This session is very important and well received as it is a prime example of our efforts to be as inclusive and welcoming as possible to everyone we serve and meets a DEIS initiative.
- ♥ In July, we were able to pivot quickly and launched our online version of our [Shell Shack Camp Store](#). This online Camp Store allows us to raise awareness through Painted Turtle branded clothing and accessories for campers, families, volunteers, and visitors, especially since we aren't onsite.
- ♥ Additionally, we completed our final year of our most recent three year strategic plan (2018-2020). We are now working on a **provisional strategic plan** that will carry us through 2021 and can adjust to the length and effects of the pandemic. The four priorities include a focus on organizational culture and the sustainability and success of staff, Camp re-opening preparation, enhancing and sustaining virtual Camp programming, and financial sustainability and growth.

