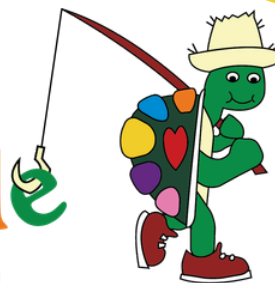




2026 ROADMAP



The Painted Turtle
a seriousfun camp founded by paul newman



2026 ROADMAP



Dear Friends:



For over two decades, The Painted Turtle has delivered the magic of Camp to thousands of children with serious medical conditions and their families through joyful, medically safe camp experiences provided completely free of charge. Recently, The Painted Turtle faced an unexpected challenge when financial crimes committed by a former employee created significant strain for the organization. While deeply difficult, this moment has also reinforced our shared commitment to accountability, transparency, and strong stewardship of the resources entrusted to us.

In January, 2026, The Painted Turtle Staff and Board members came together to candidly assess the situation and chart a path forward. The result is a focused one-year roadmap designed to strengthen our financial practices, increase transparency, ensure confidence across our community, and support our staff. Grounded in our core values, this roadmap reflects our collective commitment to move forward with integrity, resilience, and an unwavering focus on the children and families we serve.

Most sincerely,

April Tani
Executive Director



MISSION

The mission of The Painted Turtle is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children's medical needs, inspires them to reach beyond their illnesses, and provides care, education, and respite for their families. All campers and families attend completely free of charge.

VISION

To bring the magic of Camp to as many as possible, creating a community of joy, courage, and belonging.

VALUES

Community, Heart, Vision, Compassion, Trust, Courage, Joy



2026 ROADMAP



1

PRIORITY 1

Strengthen
Financial Health

Achieve a balanced
\$5MM budget
without
compromising
program quality.

2

PRIORITY 2

Elevate Trust and
Transparency

Promote open
communication and
shared
accountability to
raise confidence in
The Painted Turtle
inside and out.

3

PRIORITY 3

Ensure Donor
Confidence

Ensure donor trust
and confidence
through personal
stewardship, data-
driven planning &
disciplined
execution.

4

PRIORITY 4

Prioritize Staff
Wellbeing

Support staff by
being clear about
priorities,
transparent in
communication and
accountable to one
another.

2026 ROADMAP



Priority 1: Strengthen Financial Health

Goal:

Achieve a balanced budget without compromising program quality.

Objectives

- Balance budget with all staff focused on making every dollar count.
- Monitor, plan and track budgets through quarterly progress check ins.
- Stretch every dollar by negotiating nonprofit discounts, sharing resources and maximizing rewards.
- Budget to support immediate staff needs i.e. supplies, equipment to deliver safe, high-quality programs.



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Priority 2: Elevate Trust and Transparency

Goal:

Promote open communication and shared accountability to raise confidence in The Painted Turtle inside and out.

Objectives

- Increase public transparency by regularly sharing The Painted Turtle updates, financial progress and magic moments.
- Improve internal communication and accountability through regular financial updates and a clearer, shared understanding of the Board's role.
- Establish and track accountability metrics in real time including ongoing assessment and testing of financial controls and sharing of results.



2026 ROADMAP



Priority 3: Ensure Donor Confidence

Goal:

Ensure donor trust and confidence through personal stewardship, data-driven planning & disciplined execution.

Objectives

- Strengthen donor trust with current and lapsed donors through consistent, transparent and personal outreach.
- Grow revenue through a segmented "All Hands" Donor 360 approach, matching donor passions with The Painted Turtle priorities.
- Create interest-based fundraising Events at Camp as a way to broaden donor reach and The Painted Turtle engagement.



2026 ROADMAP



Priority 4: Prioritize Staff Wellbeing



Goal:

Support staff by being clear about priorities, transparent in communication and accountable to one another.

Objectives

- Build connection, teamwork and staff appreciation through regular in-person gatherings and one-on-one check-ins.
- Communicate openly and thoughtfully so everyone knows what's happening and why.
- Clarify roles, increase transparency in decision-making, and provide ongoing feedback on priorities and performance.
- Support a healthy staff culture where people feel informed, trusted, appreciated and engaged.

