2017 Donor Gratitude Report
Last year I had the opportunity to learn about The Moyer Foundation and its great camp program that helps mentor and support kids who live with someone struggling with addiction. Camp Mariposa provides mentorship and counseling to kids and is such an important program for de-stigmatizing the disease and breaking the cycle of addiction. I’m proud to support their work.

- Macklemore

When children, families or communities engulfed by grief or addiction receive the help they so desperately need to find hope, the long term positive effects of such support simply cannot be understated. Thank YOU for putting your compassion into action and making a transformative difference in the lives of those we serve.

As you might imagine, camp continues to be a special place of solace and comfort for children and adults alike. Because of your generosity, in 2017 thousands of children found comfort, hope and healing through our extensive camp network of over 60 organizations across North America. Additionally, The Moyer Foundation Resource Center served thousands more with tools and resources as well as direct personalized support. It was a momentous year leading up to our 18th birthday celebration and a very exciting milestone of over 60,000 children and families served!

For these families and millions more whose lives are impacted by grief and the disease of addiction, we continue to advocate vigorously to eradicate stigmas and enhance education. Last year, congress elevated its commitment to children in military families impacted by grief, addiction and post-traumatic stress with wording in the National Defense Authorization Act, and the President declared the opioid crisis an epidemic and national health emergency. We are encouraged to be among the collaborative partners working to create this national shift and acknowledgment of the gaps in support, and we need to continue this critical dialogue about how to deliver the most effective programs and ensure that the often-unnoticed victims – children – have access to the resources they need.

We are also humbled to be recognized singularly for our work as it is truly a labor of love. In November, we were presented with the 2017 Robert Wood Johnson Sports Award for leadership in focusing on children’s health and well-being, and we received the Addiction Policy Forum’s Innovation Award for mentoring and educating children about the disease of addiction.

Message From Our CEO

Please join me in celebrating these 2017 milestones and all that we have accomplished together. It is because of, and only with, your commitment that we can continue our vital work, so thank you.

With gratitude,

Mary K. FitzGerald
or the past seven years, the New York Life Direct office has supported Camp Erin Tampa Bay, growing our partnership each year. In 2017, we had the privilege of supporting 61 grieving children and teens who attended Camp Erin Tampa Bay. Led by our Partner Spotlight, Latino Employee Resource Group, 49 employees volunteered 1,971 hours toward Camp Erin efforts. Year-round, a group of employees make comfort blankets for the campers. During our Month of Service, we hold a volunteering day where employees and their families decorated chalkboards and memory boxes for the campers. Many of our team members volunteered during the camp weekend in the role of a Big Buddy. In addition to our volunteer efforts, we have provided over $100,000 in financial support to Camp Erin Tampa Bay over the past seven years. It gives us such pride to know that our company is so connected to Camp Erin, able to have a tangible impact, and that we are known for helping families and doing positive service in our community. We encourage your office to do the same!

New York Life Foundation

By: The team at New York Life Direct – Tampa, FL

For all of us, our initial reaction was an insane, horrible, shocking and almost indescribable feeling. It took days to begin to grasp that Sara was gone. The fact that we would never see her again paralyzed us. Jacob and Chloe became very quiet in the weeks after the accident as we tried to get used to a new way of living.

Knowing that nothing would ever be the same, the empty chair at the dinner table was a cruel reminder.

Grasping at any kind of help to make sure they had support, that they felt loved and despite impossibility, that they would somehow get through this life-altering and unfair tragedy, I committed myself to doing whatever it took to prevent their world from collapsing. I was unsure of what to say, what to do, how to get them through a day, and how to explain that their life had changed forever.

I felt desperate for something that would settle my mind, something that would teach my children they are not alone, something that would give all of us hope. A friend introduced me to Camp Erin.

At Camp Erin, Jacob and Chloe learned that feelings of grief and happiness can coexist; that it isn’t a linear process with grief first and then happiness. These two feelings will forever be intertwined for them and it’s ok to feel both. Camp Erin showed them they are not alone in their grief. They experienced first-hand that they can be kids again and have fun.

Over time, little bits of calmness have crept into our days and small rays of sunshine like Camp Erin have begun to enter our lives and bring hope. We know it will be a tough road ahead but it’s important to keep moving forward, even at a slow pace. Camp Erin gave us hope.

The names of campers in this story have been changed to protect their identity.
My name is Dillan and I am nine. This summer, I went to Camp Mariposa. I got a new sleeping bag, but I didn’t know why I was going. I live with my grandma and I don’t get to see my mom. I don’t know why I don’t get to. I miss her a lot.

At Camp Mariposa, I learned about addiction. It helped me know that my mom has a disease. My mentor says I know more than I think, but I am keeping all my feelings inside of my body. I am lucky that I got to go to Camp Mariposa. It is so important to me and to my family and it really helps us talk a lot more at home about substance use and my mom.

I made so many friends at camp and we talk about how we aren’t the only ones and that it’s okay to talk about it. My family had secrets before camp but I learned to talk about them more. I got to write a letter to addiction and throw it in the campfire. I cried a lot with my new friends and we care about each other. Now I’m not as angry or sad anymore. I really love Camp Mariposa and now I know my Mom’s disease is not my fault. I can’t wait to go back next time.
After a few years of treatment, relapses, support, and continuous attempts at recovery, Kaitlin lost her fight with substance abuse when she unknowingly injected herself with a fatal hot shot of heroin on May 18, 2012. We have spent six years grieving the loss of our beautiful Kaitlin and miss her every day; but we found the strength to fight back against addiction in her honor.

The Kaitlin Murphy Foundation is a nonprofit organization fighting back against the opioid epidemic plaguing the Philadelphia community. Our mission is to bring awareness to the addiction epidemic, form a community of fighters to join the battle, and raise the funds needed to support addiction-prevention and awareness charities and causes that are already doing the good work on the ground level.

We are proud to support The Moyer Foundation’s Camp Mariposa, a national addiction prevention and mentoring program for youth who have been impacted by substance abuse in their families. We were drawn to Camp Mariposa’s mission because they strive to break the intergenerational cycle of addiction and provide children with the healing and hope to live addiction-free lives.

We are so grateful that we get to support and collaborate with incredible organizations like The Moyer Foundation that are striving to raise awareness and make change every single day. We were especially drawn to the symbol of Camp Mariposa—the transformative butterfly—as every time we see one, we are reminded that our beautiful Kaitlin is with us, smiling down on us, and is so proud of the battle we’re fighting in her memory.

Donor Spotlight

The Murphy family started a foundation in June 2017 in memory of our sweet Kaitlin, who we lost six years ago at the age of 23 to a heroin overdose. Kaitlin had a heart of gold and was just the epitome of an All-American girl with two loving, supportive parents and three very protective older brothers. Her life was full, and she was full of life just getting to make her mark on this world.

Sadly, addiction entered Kaitlin’s world . . . and with the disease came the pain, misery, devastation, and heartbeat, not only to Kaitlin, but also to everyone who loved and cared for her.

We are so grateful that we get to support and collaborate with incredible organizations like The Moyer Foundation that are striving to raise awareness and make change every single day. We were especially drawn to the symbol of Camp Mariposa—the transformative butterfly—as every time we see one, we are reminded that our beautiful Kaitlin is with us, smiling down on us, and is so proud of the battle we’re fighting in her memory.

Along with helpful tools and resources, I received a list of support organizations in our area with program information as well as the names and phone numbers of clinicians that could support my entire family. Included in this list were the two Camp Erin locations. Suddenly I felt hope. I had support to help heal that hole in my family and I felt as if I had a sense of direction.

Thank you so much for all of these resources, I have printed them and will be looking at them over the weekend. In particular, I know the kids are very interested in the camp so we will be getting that application together this weekend. Thank you so much for taking the time to send this to us. Very grateful.

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The Moyer Foundation has served more than 60,000 children and families affected by grief and addiction through Camp Erin, Camp Mariposa and The Moyer Foundation Resource Center.

## 2017 Impact

### Camp Erin
- New locations opened in Montreal, Orange County, CA and Tulsa, OK
- 3,609 campers attended Camp Erin
- 46% of campers reported being from a low-income household
- Camp Erin had 3,161 volunteers
- Total served since 2002: 25,226

### Camp Mariposa
- Our Camp Mariposa in West Virginia was launched
- 84% of campers came from low-income families
- 30% of campers were in the foster care system
- 31% of campers came from military families
- Total served since 2007: 5,840

### Resource Center
- The Center has responded to more than 155 inquiries for personalized help and support
- We served 25,588 users which is a 209% increase from 2016
- 66% of the most accessed resources were grief and addiction specific while 34% were related topics including suicide, depression and mindfulness
- Total visitors since 2016: 33,875

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### 2017 Audited Financials

#### Revenue
- Foundation - $265,032
- Corporate - $1,027,585*
- Government - $23,164
- Individuals - $245,560
- Investments - $70,361
- Partner Events - $142,656
- Special Events - $127,044*
- Other - $26,866
* In-kind donations included

#### Expenses
- Programs - 78%
- Management & General Administration - 11%
- Fundraising - 11%
Lighting the Way to a Bright Future

What’s Next for The Moyer Foundation?

I am always so grateful and simply amazed when I look back at the past 18 years and realize . . . we did it! There is so much more left to do, but we have already changed the lives of so many children in need. That brings me gratitude every day. Gratitude to people who care and who are making a difference in this world—people like you. THANK YOU for all that you have done to help us get here! – Karen Phelps Moyer, Co-Founder

Having recently celebrated 18 wonderful years of helping children and families, it’s hard to imagine that our organization began as just a big idea with a small budget, and has now grown to be the successful international non-profit it is today—all because of the support we have received from friends like you.

Heart lies at the cornerstone of our mission. That paired with passion and determination has fuelled us to set big goals and to achieve significant impact in support of children living with grief and substance use disorder in their families. Years of experience coupled with an extensive partner network has given us the opportunity to not only serve so many amazing children and families, but also to track the effectiveness and importance of our services and resources, and learn how best to enhance our programs. We are humbled that because of the continued financial investment you have made, we can respond to the needs of the communities we serve and determine how best we can be of help. In collaboration with our South Florida Camp Erin partner, we have established a special camp for the children impacted by the recent school shooting in Parkland, Florida. Through our expanded junior counselor program for kids ages 13-17, Camp Mariposa is now serving so many more young adults impacted by the opioid crisis after they age out of the bi-monthly program, and our Resource Center is witnessing an intensifying need for personalized support.

We have exciting plans in the works and we cannot wait to share them with you, including an important announcement coming this fall. If you’re in the Philadelphia area, we hope you can join us at our Champions for Children Celebration on October 25th so you can hear first-hand what’s on the horizon as we look to the next 18 years of impact! We look forward to working even harder to fight for those voices that oftentimes go unheard, and we hope you will remain alongside of us lighting up children’s lives as we continue on this journey.

Champions for Children

What’s Next for The Moyer Foundation?

Champions for Children

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Cosmus Wholesale Corporation
GlaxoSmithKline
Independence Blue Cross Foundation
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Lauri S. Bauer Foundation for Sudden Loss
Porto Lurch
Karen Phelps Moyer
New York Life Foundation
The Philadelphia Foundation
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US Department of Justice (DOJ)

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