2018 Donor Gratitude Report

eluna
I wanted to give you an update about Madison. Let's just say that this is the way things are supposed to work out. I wish all families could have outcomes like this. Madison is now living with her mom who has been substance free for 5 years. She is now a senior in high school and has been recruited by Princeton, among others. She has turned into an incredible young lady, and I can't help thinking Camp Mariposa contributed to that. Thank you to everyone at Camp Mariposa.” - Madison's grandmother

Reflecting on the various changes that have occurred within our organization over the years, we are reminded how our campers and families are also no strangers to change. Day in and day out circumstances beyond their control impact the thousands of children and teens in our programs. Moving to a new home, a new school, an unfamiliar city with unfamiliar faces while missing friends, loved ones and routines would be traumatizing for any of us; let alone coupled with the impact of a death or the disease of addiction.

Eluna’s programs and services focus on positive reinforcement, protective factors and useful tools that bring comfort, hope and healing to support children and families as they navigate their way through the darkness. The symbol of Camp Mariposa, the butterfly, represents change in its most beautiful, final stage of transformation. Seeing campers bond, have fun and help each other is one of the most inspiring transformations we witness. As we work together to find a way to illuminate the positive change our programs can foster, despite the change in name, our goal remains to provide the opportunity and support necessary for these young men and women to live on and live healthy and well.

As we look forward to 20 years of serving children, families and communities across the US and Canada in 2020, we’re certainly not the same organization we were in 2000. Thanks to donors like you, our amazing camp partners and the wonderful families we serve, we have been able to evolve to ensure that we can best fulfill our mission by continuing to support those who need us with the best tools, resources and programs.

Thank you for being understanding and supportive of our changes and having unwavering belief in our vision— that no child grieves alone and together we can break the cycle of addiction. We look forward to working together to continue to educate, collaborate and transform lives!

XOXO, 

With gratitude,

Karen Phelps Moyer
Co-Founder & Vice President

Mary K. FitzGerald
Chief Executive Officer
ince its inception in 2002, Camp Erin has helped over 28,000 grieving youth and their families cope with the death of a significant person in their lives. In a safe and supportive environment, campers explore their grief, learn essential coping skills, and experience the joy of participating in fun camp activities.

With 37 sites across the United States and Canada, Camp Erin’s footprint has been growing for nearly 20 years. Eluna’s partnerships with community organizations have shaped the experience of thousands of campers and elevated the experience of helping youth process their grief. In 2018, Eluna celebrated six Camp Erin partner organizations for a decade of difference-making. These six partners have witnessed annual attendance increase by 78% and have collectively hosted over 5,000 campers.

Though these metrics are important for showing the ways Camp Erin has evolved, so much of Eluna’s transformational work cannot be measured in numbers. A camper at a recent Camp Erin Toronto session shared: “Camp Erin has helped me open up and express my emotions in a safe place. The campers, buddies, and staff make the environment so safe and special. It has really helped being able to meet other kids that have been through the same experience. I loved all the activities that we did. The mix of grief activities and normal camp activities are the perfect balance. I love this camp.”

Though so much in the world has changed in the past ten years, Eluna’s commitment to supporting grieving children has not wavered. We applaud our partners and we are excited to witness the remarkable impact they continue to have on so many communities.

The Goldman Family

Our grief journey began on October 28, 2017, the day my husband Ted died of unexplained causes. He was 51.

Losing someone you love is one of the most difficult experiences one can go through and there are no words to adequately describe the enormous sense of sadness that one feels at the very thought of not seeing them again.

Sending my sons Aaron, 12 and Noah, 9 to Camp Erin Philadelphia the summer after their dad died was the best decision I made because it was a chance for them to feel loved and supported while meeting others who understood how they felt.

This year, Aaron decided to fundraise for Camp Erin as part of his Bar Mitzvah project, with an intention to provide kids who are grieving the same opportunity he had that summer, and to help heal broken hearts. What started as just a Bar Mitzvah project has now turned into our mission as a family, to help grieving children not just survive, but thrive. Grief changes you; that’s a fact. But being surrounded by people who understand how you feel and being in a place where you feel safe, supported and loved can make all the difference in the world.

Camp Erin offers children who are grieving, a chance to just to be a kid while still acknowledging the pain of losing someone they love.

It gives them a place where they can swim, hike and play and helps them feel as “normal” as possible even if it is for a few short days. This experience was an important part of their healing process.

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At AmerisourceBergen, we are united in our responsibility to create healthier futures. Our support of Eluna and its Camp Mariposa program is part of our multi-pronged approach to combat opioid abuse and misuse in communities nationwide.” — Gina Clark, President, AmerisourceBergen Foundation, Executive Vice President and Chief Communications & Administration Officer, AmerisourceBergen

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Over the past two years, AmerisourceBergen through its AmerisourceBergen Foundation - has worked with Eluna on an evolving partnership to address the opioid epidemic in the Philadelphia region and beyond. In 2018, the foundation provided a three-year, $600,000 grant to support Eluna’s national Camp Mariposa network, which will help expand the program’s overall offerings for underserved youth across the country.

The prior year, the AmerisourceBergen Foundation provided a $95,000 grant to support the expansion of Eluna’s Mariposa Community program, a community-based after-school addiction prevention program that provides an array of support services for youth impacted by a family member’s substance use disorder. The grant enabled Eluna to launch a second location for the program in the Kensington section of Philadelphia. Our relationship with AmerisourceBergen and the AmerisourceBergen Foundation truly defines partnership, from Foundation grants to corporate sponsorships to being part of their special Giving Tuesday associate matching gifts program, we are truly working together to address the needs of our community.

The AmerisourceBergen Foundation aims to enhance healthcare delivery and improve access.

Focused on supporting health-related causes that enrich the global community, the AmerisourceBergen Foundation aims to enhance healthcare delivery and improve access.

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Camp Mariposa

As told by a Camp Mariposa Junior Counselor

I started going to Camp Mariposa three years ago when I got separated from my mom and dad because of their addiction. Me and my brother live with our uncle now and don’t get to see our parents a lot. I was nervous when I first started going to camp. Making friends and having fun made me feel better.

Camp helped me learn about addiction and how to use coping skills. The mentors at camp taught us that addiction is a disease and that it is not my fault that my parents do drugs. At camp we get to write a letter to addiction and burn it in the campfire. It gives us a chance to talk about what we’ve been through. The other kids know what it’s like to have a family member going through the same thing and we help each other.

I like that camp is a safe place where I can just be a kid.

We do fun activities like archery and movie night! This year I got to be a Junior Counselor. I get to be a leader and help the staff set-up games and activities. I also get to show the new campers around and tell them about my time at camp. I love helping at camp.

I hate addiction for what it has done to my family, but I am glad I have Camp Mariposa. It helps me feel safe and I know there are people I can count on. I am excited to come back to camp so I can watch over my little brother and help campers who are nervous like I was. I know I will have fun and I can be a role model for kids who are new to camp.

- Dean, age 12
Thank You to Our 2018 Supporters

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- Danica Pirollo
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$1,000 - $2,499

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Shortly after the 9/11 attacks, Kevin Mincio left a Wall Street job to join the Army and served a tour of duty in Iraq with Staff Sergeant Jesse L. Williams, where they became close friends. Before Jesse left for his 2nd tour of duty, after earning a Purple Heart in his 1st tour, he asked Kevin to “look after” his daughter Amaya in the event Jesse didn’t make it back. Kevin was informed of Jesse’s death while organizing a lacrosse tournament team with his friend, Matt Corry, and immediately knew that honoring Jesse and raising money for Jesse’s daughter, Amaya, would be the mission for the lacrosse team.

The Team Jesse Foundation, a 501(c)(3) charitable organization, was founded in 2010 with a mission to provide support for families of fallen soldiers. Team Jesse has been partnering with Eluna since 2013 to increase outreach, awareness and participation for children and teens from military families at both Camp Erin and Camp Mariposa and has provided targeted support through the Eluna Resource Center.

In 2018, Eluna was pleased to officially partner with the Team Jesse Foundation for The Ride to Remember which took place September 9 - 11 and spanned 180 miles from Philadelphia to Baltimore to Washington D.C. The Ride to Remember 2018 honored and remembered fallen soldiers and raised funds to support the families they left behind, as well as children from military families who are served by Eluna’s programs.

The Eluna Resource Center is a comprehensive online collection of tools that support families in crisis. Featuring nearly 400 carefully curated resources created in collaboration with local and national programs and experts, The Center ensures that people struggling with complex issues have access to valuable guided personalized support vital to a healthy and healing journey.

The Center contains the highest caliber content focused on supporting children and families by specifically addressing childhood bereavement and trauma experienced due to a family member’s substance use disorder. Utilizing a variety of formats including videos, articles and activities developed by experts, The Center also addresses related issues like suicide prevention, art therapy, mindfulness and resilience, among others.

Increasingly, families reach out personally to Eluna’s Resource Center for care that is specific to their needs, receiving in return, detailed recommendations based on the developmental stage of the child(ren) in crisis, and most importantly, warm referrals to local support programs.

The Resource Center continues to expand since launching in 2016. The new features include custom content that supports grieving children on the autism spectrum as well as a tutorial on how to move feelings through your body. Always striving to expand our impact as we reach for our goal, Eluna continues to build awareness about The Resource Center through targeted outreach to schools, community programs and support professionals.

Thank you so very much for this. And for your heart in wanting to reach all of the lives that you are helping go through such an awful thing that I truly wish no one had to encounter. Thank you. From the bottom of my heart.”

- Client of The Resource Center
Eluna has served more than 70,000 children and families impacted by grief or addiction through Camp Erin, Camp Mariposa and the Eluna Resource Center.

2018 Impact

New locations opened in Central Texas (Austin)

3,619 campers attended Camp Erin

40% of campers reported being from a low-income household

Camp Erin had 3,163 volunteers

Total served since 2002: 28,845

New locations opened in Chicago, IL & Dayton, OH

86% of campers came from low-income families

34% of campers were in the foster care system

34% of campers came from military families

Total served since 2007: 7,382

The Center responded to more than 231 inquiries for personalized help and support

We served 65,393 users - a 181% increase from 2017

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: 98,792

2018 Audited Financials

Revenue

- Foundation - $841,608
- Corporate - $491,563
- Individuals - $253,004
- Partner & Community Events - $95,128
- Special Events - $221,961
- Other - $850,862

(Including in-kind and net investment return)

$2,754,126

Expenses

- Programs - 80%
- Management & General Administration - 10%
- Fundraising - 10%

ELUNA DONOR GRATITUDE REPORT 2018

ELUNANETWORK.ORG
This is our first donor report since we changed our name to Eluna, and, like you, we are still getting used to it. While adopting a new name was a tough decision, we knew it was the right one.

Nineteen years ago, the organization was started by Jamie and Karen Moyer as a true foundation, raising money to support various Seattle grassroots organizations serving children in distress. Through personal experiences and world events, the mission evolved into a focus on grief in 2002 with the opening of the first Camp Erin. Through our work with grieving children, five years later we branched out to support children impacted by a family member living with addiction and in 2007, we launched the first Camp Mariposa. We developed the program models and best practices for these programs in conjunction with thought leaders in the field and created a network of community camp partners across the US and Canada to provide support before, during and after the camp experience. Identifying a gap in services, we launched our third initiative, the Resource Center, in 2016 so that families, friends, colleagues, teachers – anyone – could find personalized support and connect to grief and addiction support from Eluna in their communities.

As our mission changed, so did our structure. Developing our signature programs required us to increase and diversify our funding for long term sustainability and re-establish ourselves as a public charity. The Moyer heart continues to beat with passion and the name Eluna speaks to the light. That warmth that envelops everyone at camp. The hope that wins out. The resiliency that erases despair. The transformation that we witness time and again.

Our logo is evocative of the colors of camp and of our history. Erin Metcalf’s favorite colors were blue and yellow, and Karen’s niece drew a green butterfly to inspire our original Camp Mariposa symbol. Those live on in the new look of Eluna.

Most powerful to me is the bright harvest moon in the Eluna logo. To look up at the night sky and know that you are not alone, even when the darkness feels overwhelming, encapsulates the comfort, hope and healing we strive to provide. Change is certainly not easy, especially when you have such a heartfelt and special history, yet seeing our campers faces the first time we unveiled Eluna, witnessing their excitement at putting on their new camp shirts and their enthusiasm about being part of something so special, we knew it was the right decision.

When you look at the night sky, I hope that you will take a moment to think of the thousands of lives that your support has helped change. All of us at Eluna thank you.

Warmly,
Ellen Barry
President, Board of Trustees

Karen Phelps Moyer
Co-Founder & Vice President
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Bart Wear
Entrepreneur & Philanthropist
Thank you for lighting up kids’ lives!