While 2019 may seem a million miles away, I wanted to take this opportunity to extend our heartfelt thanks for making it a priority last year to support children and families impacted by grief or addiction. Your belief and investment in our mission was instrumental in advancing our efforts to provide care and healing to thousands of children and families; and has truly made this world a better and brighter place.

Thanks to your support, our 2019 contributed revenue increased to $5M+ and has provided us with a strong base to operate in this new climate. The generosity of our funders and sponsors coupled with a successful Champions for Children annual fundraiser, the DOJ’s 3 year grant for our addiction prevention and mentoring program and a multiyear renewal with our long standing bereavement partner, The New York Life Foundation, all served to bolster our accrued revenue.

In 2019, we were delighted to accept new partners in the Eluna network with the launch of Camp Mariposa programs in Ohio, Kentucky, and West Virginia. We welcomed over 1300 campers throughout 68 camp weekends in 13 locations across the US and the program was featured on NPR’s All Things Considered. Our Camp Erin community welcomed over 2,600 youth who received support through 40 camp sessions held at 37 camp locations across North America. Our Resource Center surpassed 160,000 visitors from the US and 24 other countries, evidencing the need for highly curated mental health support for youth. Finally, we were honored to be supported by over 2,400 program volunteers.

This report was thoughtfully prepared for YOU to provide a glimpse into the incredible impact your support has had and continues to have on children and families who may often feel invisible, isolated and alone. Whether you are a donor, volunteer, family member, camp partner, alumnus or organization representative, please take a moment to gaze upon the smiling faces contained in these pages and appreciate the connection you have to transforming a child’s world.

Together, as we look forward to the days when we can all be spending camp weekends together, we must continue to work tirelessly to make the world 20 Times Brighter for our children. Thank you for your continued support and please let us know if we can be of help to you or someone you know.

XOXO,         With gratitude,
Karen Phelps Moyer        Mary K. FitzGerald
Co-Founder &                      Chief Executive Officer
Vice President
Camp Mariposa is a year-round addiction prevention and mentoring program for youth who have been impacted by the substance use disorder of a family member. Youth attend transformational weekend camps 6 times a year with family activities the months in between camps and participate in fun traditional camp experiences combined with educational and support sessions. Camp activities build knowledge, coping skills, confidence and provide an opportunity to connect with peers and adult mentors. Camp Mariposa provides a safe, fun and supportive environment that is critical to breaking the cycle of addiction and is offered in partnership with youth-focused organizations in communities across the country.

Camp Erin is the largest national bereavement program for youth who are grieving the death of a significant person in their lives. Children and teens ages 6 to 17 attend a weekend camp experience that combines grief education and emotional support with fun, traditional camp activities. Led by bereavement professionals and caring volunteers, campers are provided a safe environment to explore their grief, learn essential coping skills, and make friends with peers who are also grieving. Through a network of partnerships with bereavement programs in local communities across the US and Canada, Camp Erin brings hope and healing to thousands of children and families annually.

In the years ago, Gabby’s school counselor invited her and her good friend, Sarah, to attend Camp Mariposa, knowing they were both struggling with issues related to their family members’ substance use disorders.

“We loved Camp Mariposa from the start!” says Gabby.

She explains that being around those who share similar experiences made her realize that addiction impacts so many families and she wasn’t alone.

“As a young kid we were taught that addiction is not your fault, that you didn’t cause this addiction, and we would talk about the Seven C’s at every single camp I went to” she says.

The Seven C’s are important messages that are woven into the activities at each Camp Mariposa weekend: I didn’t CAUSE it, I can’t CONTROL it, I can’t CURE it, but I can take CARE of myself by COMMUNICATING my feelings, making good CHOICES and CELEBRATING myself.

Gabby explains that “the big one for me was you didn’t cause it. At my age, it always felt like I had played some part in it or I could help stop it if I just knew how. I learned that this was no way this was my fault, and that was a really, really big help.”

Gabby shares that as she went into her teen years it became a bit harder for her to cope with things, “but knowing that I had camp to teach me coping mechanisms, it also was essentially easier for me.”

Now in her first year of college and enrolled in a health service program, Gabby says her Camp Mariposa experience has influenced her desire to help others.

“I’m still working as a mentor with Camp Mariposa and hoping to continue as I go through college.”

Jordan was 11 years old when his father died unexpectedly from a heart attack in the middle of the night.

“When we woke up in the morning, my dad was gone,” he said. “After that I kind of had to take over at my house and I did a lot of stuff to help my family. Nobody my age really understood how I had to grow up and what it was like. My friend group got smaller.”

Jordan said his mom was always great at finding resources to help their family through their grief. She found the COVE Center for Grieving Children, where Jordan and his sister attended weekly grief support groups, and they encouraged them to attend Camp Erin Connecticut in 2013.

“On both absolutely 360,” said Jordan.

“I had never been around so many people who were in the same boat…”

Outside of camp nobody really knew what I was going through, but [the people at Camp Erin] understood in a different way.” At Camp Erin, Jordan met a counselor named Chris. “We clicked instantly and he helped me a lot,” he said. Chris was also a counselor at Camp Awosting, a summer camp for boys. He connected with Jordan and helped him apply for a scholarship to attend their camp in Connecticut that summer.

“That camp also changed my life so much. I made so many memories and new friends,” he said.

In 2019, Jordan returned to Camp Erin as a Big Buddy in training and worked with the eldest teen male group. Jordan shared the story of his father’s death and how Camp Erin “saved his life.” He described how through Camp Erin he was able to find himself and connect with Camp Awosting Staff, and how he credits both these experiences with keeping him on a positive path.

“All of this stuff in my life happened because of Camp Erin, and without Camp Erin I would never be where I am today,” he said.
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Duane Morris and Charles and Debbie O’Donnell

Duane Morris’ longstanding support began in 2011 when Eluna, then known as The Moyer Foundation, opened its office in Philadelphia. Under the leadership of Charles O’Donnell, Duane Morris’ Chief Operating Officer since 1995, the firm provided staff with temporary office space and then donated furniture when Eluna moved to its permanent headquarters.

And the support didn’t stop there. Through Duane Morris’ United Way Campaign, Eluna has been the recipient of employees’ charitable support and also receives annual grants from Duane Morris led charitable foundations.

Charles has shared that his wife, Debbie, likes to say there are no coincidences. In December of 2011 when a family friend and single parent passed away from cancer, she left behind Charles and Debbie’s now two children - Court, then age 16, and Reggie, who was 14. To compound things - Court was diagnosed with cancer just 21 days after their mother’s death and then embarked on an intensive 10-month treatment program. And just 4 years earlier, in 2007 - Court and Reggie lost their older sister, Tina, to cancer.

Charles and Debbie are grateful they had “coincidentally” recently learned about Eluna and its Camp Erin program through the partnership Charles was spearheading with Duane Morris.

Charles and Debbie enrolled Reggie in Camp Erin Philadelphia. The connection and comfort he experienced at Camp Erin had a profound impact, and a second visit to camp allowed him to fully blossom and deeply connect with other campers. Since then, Reggie has written an article in The Philadelphia Inquirer about his experience and has become an accomplished speaker and advocate for Camp Erin as he is a strong believer in helping others who are grieving.

Charles has been integral in fostering the relationship, and, in 2019, Eluna was delighted to recognize both Duane Morris and Charles with the David P. Montgomery Corporate Leadership Award at our annual Champions for Children Celebration. Charles and Debbie’s philanthropic leadership coupled with Duane Morris’ continued commitment has helped to pave the way for broader individual and corporate investments in Eluna’s mission so we can continue to offer our programs and services at no cost to families.

“My hope is that individuals and businesses will continue to be a supporter of Eluna going forward - to enable them to continue their mission of helping kids like Reggie out there and families like ours.”

- Charles O’Donnell

Supporter Spotlight

Duane Morris LLP provides innovative solutions to today’s multifaceted legal and business challenges through the collegial and collaborative culture of its more than 800 attorneys in offices across the United States and internationally. The firm represents a broad array of clients, spanning all major practices and industries.

“Duane Morris and I had a lot of involvement with Eluna in such a short period of time. I am proud to say our support continues to this day.”
- Charles O’Donnell
since 2016, the Eluna Resource Center has been bridging the gap between despair and comfort for children faced with the death or substance use disorder of someone they love. The Center provides continued care for many campers and their families but is also a source of solace for those not near a physical camp, serving over 160,000 people through 2019, including over 11,000 new visitors from 24 countries.

We understand that when someone comes to us for help, they are often feeling overwhelmed and may not even be able to read or process the information at first. Just knowing someone is there to listen and someone cares can make all the difference, which is why the Eluna Resource Center offers personalized support by phone and email. Visitors can easily search by zip code to find referrals and support in their geographic area or will receive a response within 24 hours if they request some additional support.

In 2019, to better accommodate Resource Center visitors, the library added over sixty pages of new content, including articles written in Spanish, tools to support grieving children with autism spectrum disorder, resources for grandparents raising grandchildren impacted by substance use disorder, and recommendations for young adult novels focused on grief. In 2020, the Eluna Resource Center has adapted to current events by creating a tailored COVID-19 resource site especially focused on kids ages 6 – 17, providing strategies, activities and resources for thriving during the pandemic.

We remain focused on offering highly curated content and personalized support to best serve those who are dealing with the traumas of grief or addiction and we are dedicated to evolving the Center to expand its reach and impact.
In 2019 Eluna served more than 70,000 children and families impacted by grief or addiction through Camp Erin, Camp Mariposa and the Eluna Resource Center.

2019 Impact

2,388 community volunteers made Camp Erin possible

2,612 campers attended Camp Erin

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

Camp Erin had 2,388 volunteers

Total served since 2002: 31,457

New location opened in Vancouver, WA

88% of campers came from low-income families

47% of campers were in the foster care system

35% of campers came from military families

Total served since 2007: 8,730

The Resource Center responded to more than 178 inquiries for personalized help and support

We served 63,520 users

59% of the most accessed resources were grief and addiction specific while 41% were related to topics including suicide, depression and mindfulness

Total visitors since 2016: 162,633

2019 Audited Financials

Revenue

- Government - $2,832,746
- Foundation - $1,494,768
- Events - $287,704
- Individuals - $262,896
- Other - $150,313
  (including in-kind, and net investment return)
- Corporate - $141,651

Expenses

- Programs - 65%
- Management & General Administration - 19%
- Fundraising - 16%
Support that you are providing for us allows us to address the urgent need that has arisen out of the pandemic – literally we have seen rises in addiction and obviously each of those 200,000 plus who have passed from the coronavirus have left behind grieving families.

Thanks to you, this camp season we were able to provide ongoing virtual connections, resources and activities for campers; develop online resources, activities, and care, and provide basic needs and comfort items to campers and families coupled with personalized mental health support provided through the Eluna Resource Center.

Your generosity directly helped us to reduce isolation and loneliness, foster meaningful connections and support mental wellness during this intensified time of need. To know you are right alongside us helping lift up those who are suffering has also been a great source of solace to all of us during such a challenging year. Our mantra that no child should grieve alone and together we can break the cycle of addiction guides everything we do. Thank you for your kindness, your support and especially for your love of the children and families we are able to help every day. Stay safe and well.

Sincerely,
Ellen Barry
Chair
Eluna Board of Trustees

Words to describe this past year include unprecedented, unparalleled and extraordinary. And here at Eluna, we have been working with our partners to adjust to this new normal. First and foremost, we have continued to focus on the children and families who are impacted by grief or addiction and whose struggles have been exacerbated by this global pandemic, lockdowns and economic uncertainty.

Our innovative network of camp partners throughout the US and Canada have been incredibly creative and innovative, figuring out ways to provide virtual programming to children who would normally receive our services through in-person camps and activities.

We are so proud to have such amazing partners and are particularly grateful for your gifts. The...