

2024 IMPACT REPORT





Camps · Community · Connections

WHO WE ARE

MISSION

Eluna's mission is to support children, teens, and families impacted by grief or addiction.

VISION

Through the power of community, we ensure no child grieves alone and we break the cycle of addiction.

OUR PROGRAMS

Camp Erin, the largest grief camp network for school aged youth and their families offering in person and online support.

Camp Mariposa, a year round addiction prevention and mentoring program for youth ages 9-17.

The *Eluna Resource Center*, which offers research-based educational and personalized support.

One Penn Center
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Philadelphia, PA 19103

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CAMP ERIN® is the largest grief camp network for kids, teens, and families with programs in 32 locations across the US and Canada. Youth and their adult caregivers receive support through in-person day and overnight camps as well as online programs.

UNDERSTANDING THE NEED

1 in 11 children (over 6 million) in the U.S. experience the death of a parent or sibling before the age of 18. By age 25, this number more than doubles to 15.5 million according to the JAG Institute's Childhood Bereavement Estimation Model.

Grief is universal – everyone will experience it, yet it is as unique as a fingerprint. Societally, grief can feel uncomfortable and is often stigmatized. When this happens, the impacts of grief, such as isolation, strains on mental health, and struggles at school and work, can be heightened for children, teens, and families.





OUTCOMES


FOR IN-PERSON PROGRAMMING





38,791
Youth Campers
since 2002


34,335
Volunteers
since 2002


32
2024 Camp
Locations


235
2024
Adult
Campers


35
2024
Camp
Sessions

95% of campers feel less alone after attending Camp Erin.

91% of campers learned coping skills to help them with their grief.

87% of campers can let out their feelings in healthy ways at Camp Erin.

83% of campers can name a Camp Erin adult who can support them in their grief.


80% of campers can deal with stress in healthy and positive ways.


FOR ONLINE PROGRAMMING




994
Attendances
since 2022


421
Family Units
since 2022


34
U.S. States
Served


35
Total
Events/Programs


24
Total Support
Touchpoints

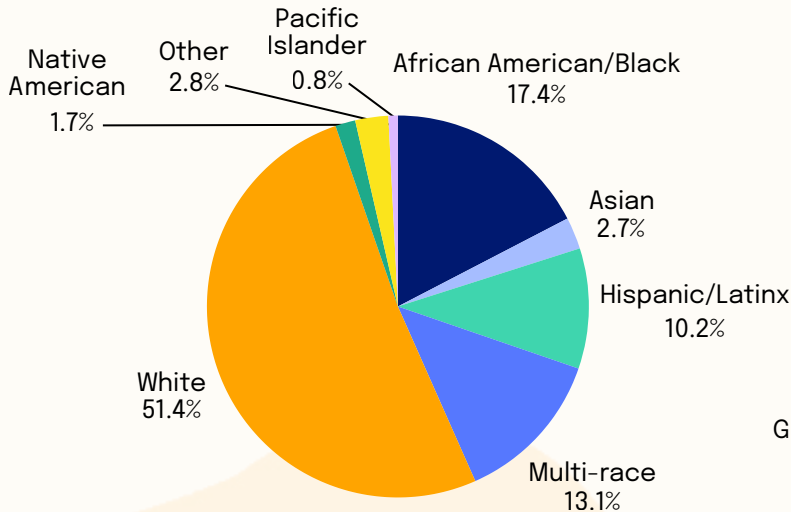
100% of 2024 participants would recommend Camp Erin Online to other families who are grieving.

59% more participants attended a Camp Erin Online program in 2024.

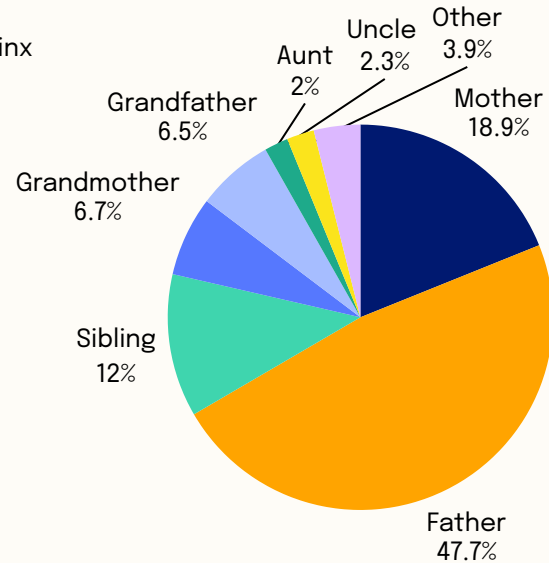
WHO WE SERVE



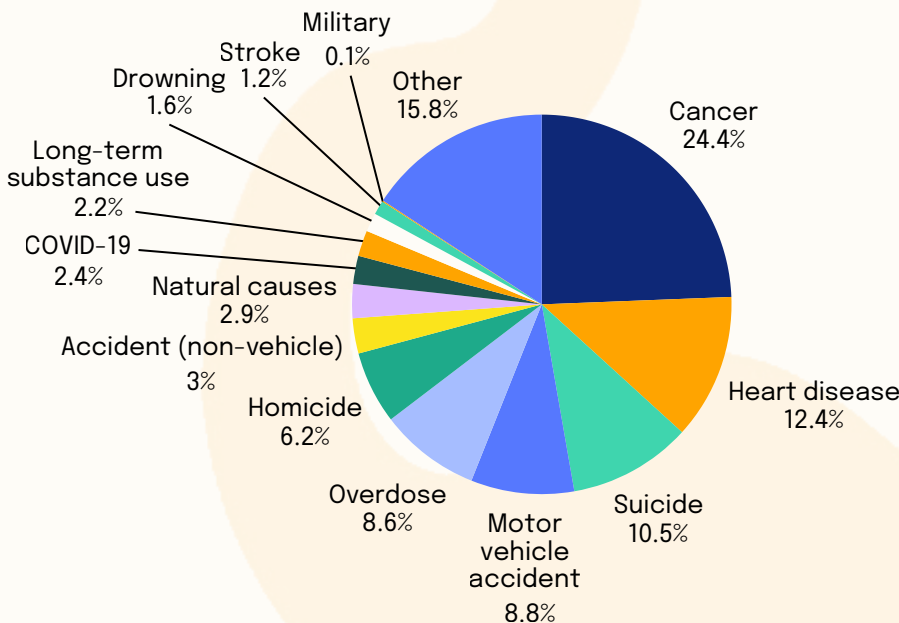
YOUTH CAMPER RACE/ETHNICITY



RELATIONSHIP OF CAMPERS' LOSS



CAUSE OF DEATH



OTHER DEMOGRAPHICS

70.2% of campers are grieving a significant caregiver

49.4% of campers are from low-income households

9.9% of campers report a military affiliation



CAMP MARIPOSA® is a national addiction prevention and mentoring program for youth ages 9-17 who have a family member struggling with a substance use disorder.

UNDERSTANDING THE NEED


One in four children (around 19 million) live with at least one adult who has a substance use disorder (SUD). Youth affected by a family member's addiction who do not receive support are at least 4 times more likely to be affected by substance abuse, anxiety, depression, physical abuse, poverty and suicide (SAMHSA).

Children who grow up in a household with addiction are also 4 times more likely to develop a substance use disorder of their own.




OUTCOMES





16
2024 Camp
Locations


19,459
Attendances
since 2011


1,000
Mentors
since 2007


71
2024
Additional
Activities


134
2024
Camp
Sessions

96% of campers report that there are adults they trust at Camp Mariposa.

96% of campers can identify two ways to take care of themselves.

95% of campers have made friends at Camp Mariposa.

93% of youth report no involvement with the juvenile justice system.

92% of youth report no use of substances to get high.

92% of campers have learned skills that will help at home.



Growing up, Kyle felt alone and isolated. At Camp Mariposa she found a community of friends and mentors that transformed her life.

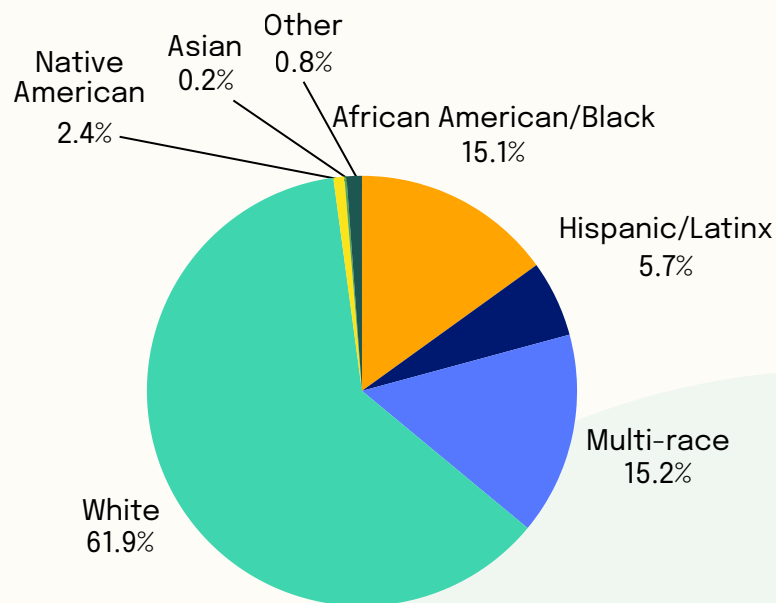
“Everyone needs a home,” Kyle shared, “Camp Mariposa is my home.”



WHO WE SERVE



CAMPER RACE/ETHNICITY



88% of youth have at least one parent who struggles with a SUD.

83% of youth are from low-income households.

80% of youth report having experienced a loss during childhood, with **56%** reporting loss involving a parent.

55% of youth experiencing abuse or neglect at some point during their childhood, with **40%** reporting multiple types of abuse/neglect.

39% of youth have been in foster care or kinship care at some point during childhood.

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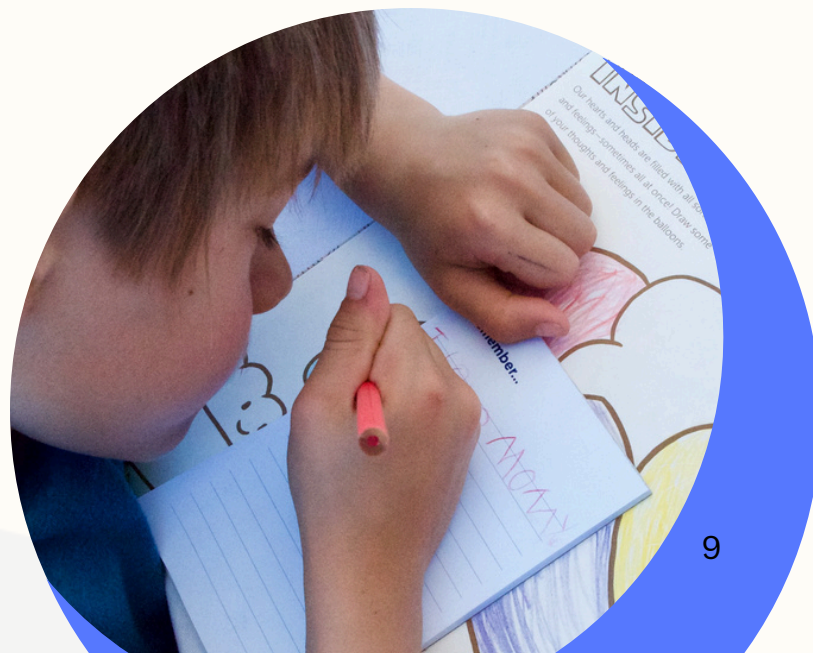
RESOURCE CENTER

THE ELUNA RESOURCE CENTER embraces and empowers those it serves, providing support and guidance to youth and families impacted by grief, addiction, and other related mental health issues.

UNDERSTANDING THE NEED

During times of crisis or loss, many families look for trustworthy resources and guidance from trained clinicians that can provide immediate support. The Eluna Resource Center's free library of over 600 resources (both in English and Spanish), and personalized support, ensures help is available anywhere at anytime.

The Resource Library is tailored to a wide range of family needs and locations, bridging the gap in support - particularly for rural and marginalized communities that may lack local grief or addiction prevention services.



OUTCOMES



3,857

Community
Conversation
attendees
since 2016



1,807

Personalized
Support Cases
since 2016



1.3 million

Resource
Library Views
since 2016



50

U.S. States
Served
since 2016

44 new custom resources were launched by the Eluna Resource Center.

323 children across **38** states received direct service from the Eluna Resource Center.

240 personalized support cases.

2 Community Conversations were held.

MOST POPULAR RESOURCES

Scholarships for Grieving Youth & Young Adults

Cyberbullying Awareness

Grief by Ages: Developmental Stages and Ways to Help

Activity: Inside Out

Nuggets: An Illustration on Addiction

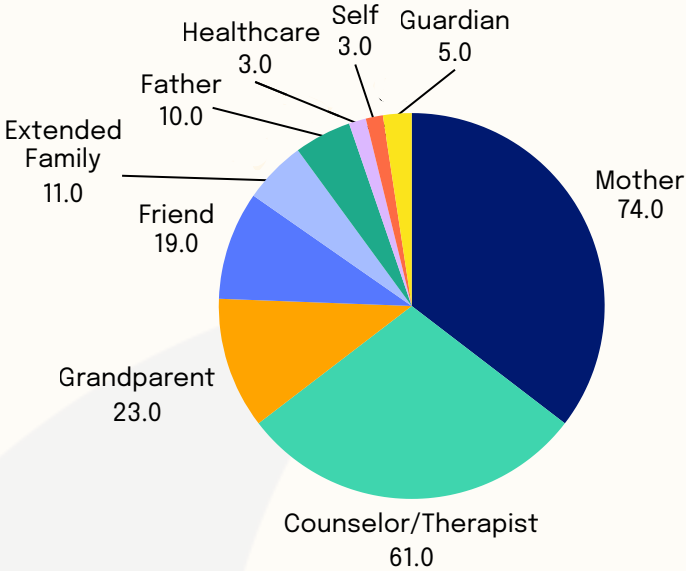
Family Rules: Don't Talk, Don't Trust, Don't Feel

10 Ways to Help When your Child is Depressed

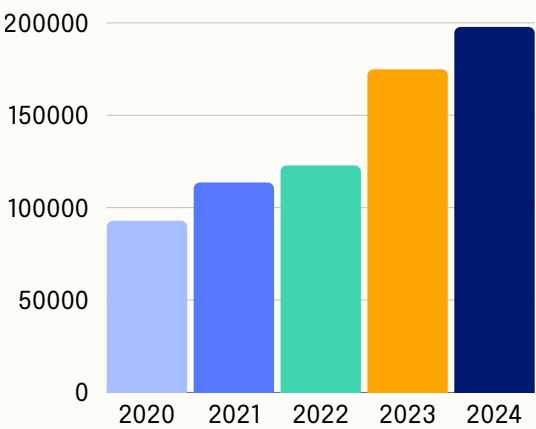


WHO WE SERVE

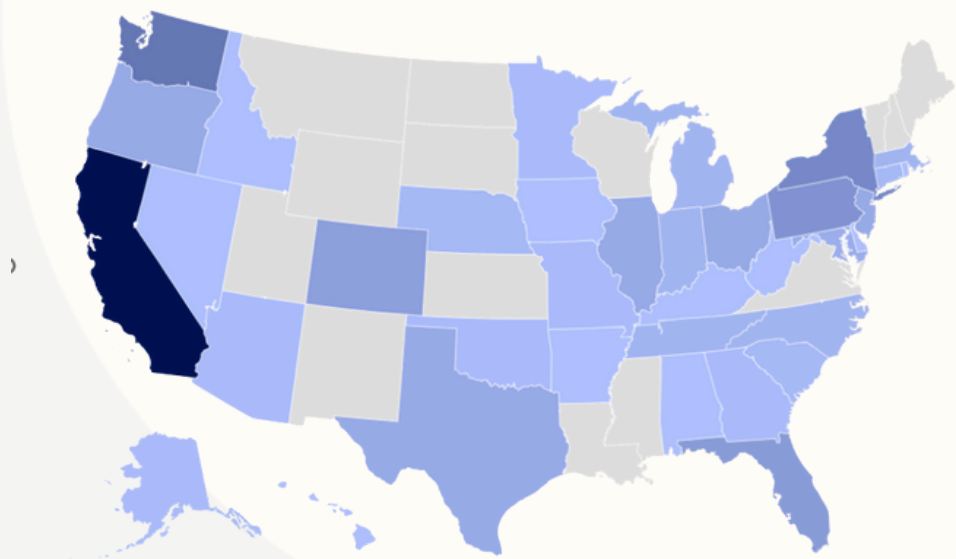
**WHO CONTACTS US FOR
PERSONALIZED SUPPORT?**



**YEAR OVER YEAR
LIBRARY GROWTH**



**PERSONALIZED SUPPORT
REQUESTS BY STATE**





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