



North Star Reach
a seriousfun camp



COMMUNITY & CONNECTION

2020 ANNUAL REPORT

“For my family, and for all the other campers living with serious illnesses and their families, thank you from the bottom of our hearts.”

CAMPER MOM

In a year of unprecedented challenges, our supporters made sure North Star Reach could deliver lifelines of community and connection to campers and families. We invite you to see for yourself the transformative experiences you made possible.



WATCH 2020 SUMMER HIGHLIGHTS VIDEO

A YEAR OF RESILIENCE & INNOVATION

Although 2020 was a challenging, emotional year, a bright spot emerged: Thanks to the creativity, resilience and resourcefulness of our community—including dedicated staff, volunteers, and donors—North Star Reach swiftly developed a new series of innovative, year-round, virtual programs and resources for children living with serious illnesses and their families. Together with our amazing community, North Star Reach:

- ✦ Provided over 745 meaningful camp-at-home experiences to children and families across Michigan, the Chicago area, and beyond, all at no charge to them
- ✦ Hosted North Star Reach's first virtual "Serious Support" conference for caregivers of children with medical conditions, connecting them with one another and a host of leading medical and mental health professionals
- ✦ Launched facilitated virtual camper meetups and parent/caregiver support groups to help lessen the social isolation children living with illnesses and their families face

These year-round programs will continue to serve families in need even after the pandemic comes under control and quarantines are no longer a way of life for camper families. In these pages you will see how your generosity created transformational change for our organization in 2020, and beyond. Thank you for being part of our resilient, resourceful community that digs down deep to take care of the children and families we serve. What we accomplished together is truly remarkable—and it is just the beginning!



"Emily's journey has been tough, and many times lonely for our whole family. Many people don't understand that chronic illness is long-term and changes a lot of what we can and can't do. With the other families at camp, volunteers and staff, there is no explanation necessary. You have all been so genuinely kind and understanding both in person and virtually. With all my heart, thank you."

-JENNIFER

(mom of Emily, pictured lower right, who attended camp for the first time in 2020)



Spring Family Weekends



201
CAMPERS



Summer Camps



312
CAMPERS



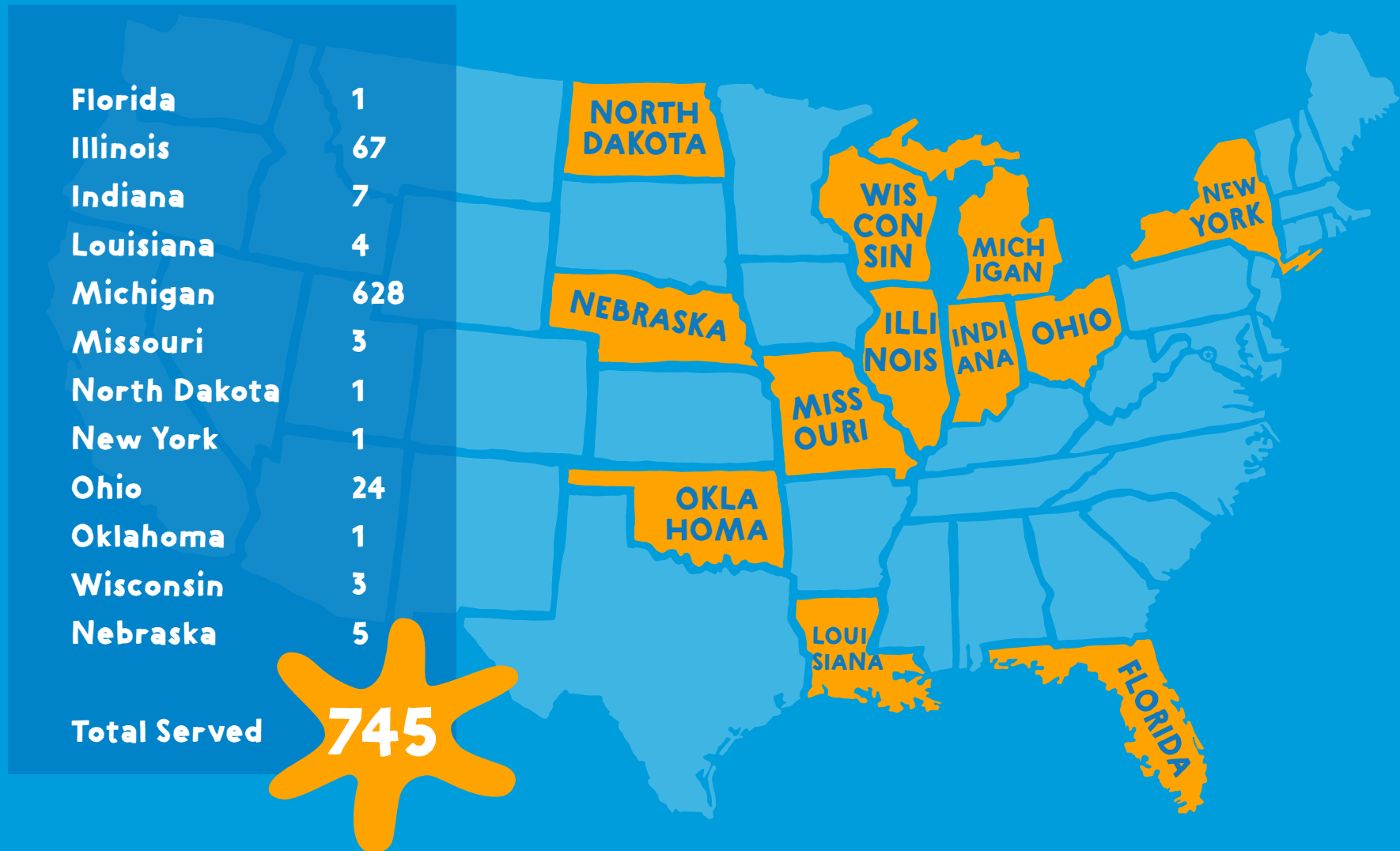
Fall Family Weekends



232
CAMPERS

745 TOTAL CAMP-AT-HOME CAMPERS SERVED

2020 CAMPER PARTICIPATION



North Star Reach serves children living with dozens of different complex medical conditions, including: **Blood disorders** | Cerebral palsy | **Congenital heart disorders** | Down syndrome | Genetic disorders | Developmental delays | **Epilepsy** | **Hemophilia** | Neuro-oncology | **Organ transplants** | Palliative care | **Pulmonary hypertension** | **Sickle cell disease** | Spina bifida (* bold represents primary conditions served through our summer programs)

EXPANDING FREE PROGRAMS FOR PARENTS & CAREGIVERS OF CHRONICALLY ILL CHILDREN

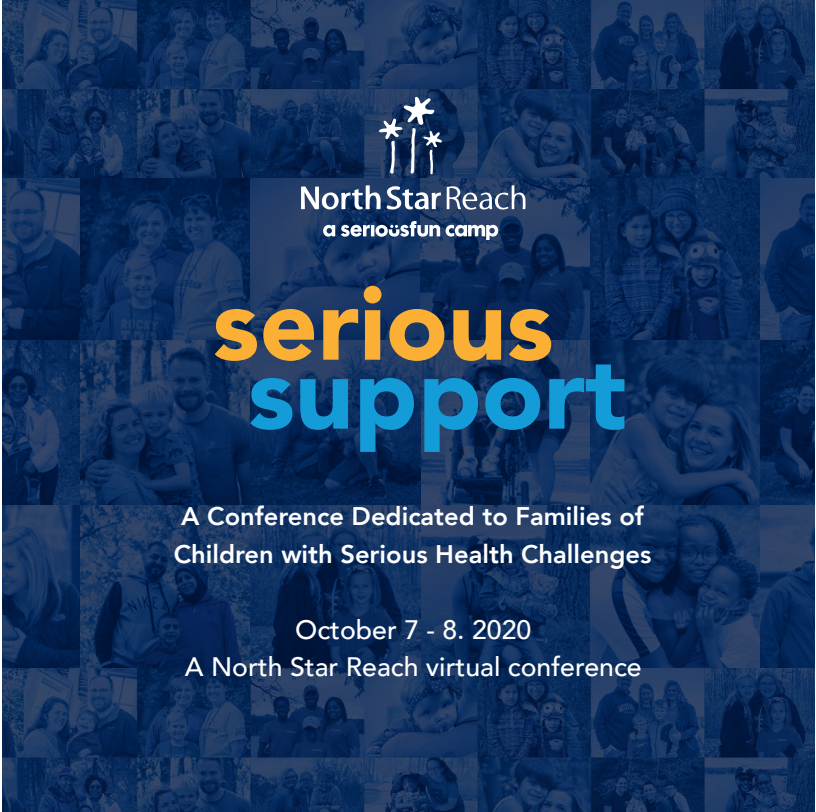
As the pandemic disrupted lives, our families told us they urgently needed help to cope with the stress and social isolation.

We responded by launching a series of new caregiver support programs in 2020, including our first “Serious Support” Caregiver Conference which connected over 100 caregivers to one another and a host of medical and mental health professionals from leading pediatric hospitals.

A conference designed for caregivers of children with serious illnesses also featured them and created a truly unique space for sharing resources and community conversation.

Topics featured included panels and presentations on Equity in Healthcare with speakers below: Erika Newman, MD (Pediatric Surgeon, C.S. Mott Children’s Hospital); Patrick T. McGann, MD, MS (Pediatric Hematology & Oncology, Cincinnati Children’s Hospital; Shavonn Burgess, LPC (Co-Founder/CEO, Kennedy’s Village, Inc.); Matthew Denenberg, MD (Vice President for Medical Affairs, Helen DeVos Children’s Hospital).

 [VIEW 2020 CONFERENCE PRESENTATIONS](#)



“This was a life-changing conference. The chance to learn from people who understand what I’m dealing with as a parent of a daughter who has significant medical challenges was something I desperately needed. And the strategies I learned for stress relief and coping were great. I will put them to good use.”

-CONFERENCE ATTENDEE

EVENT HIGHLIGHTS

Special events help us share our mission, raise funds and awareness, and connect with our supporters—building the strong community that is key to sustaining our organization.

- ✦ In May, adapting quickly to the pandemic, we hosted our first virtual Camp-A-Thon Challenge, raising more than \$93,000 from 760+ individual donations. This phenomenal fundraising event would not have been possible without our many featured guests, including Clea Newman, Christina Holder-Rodriguez, Ali McManus, Jim Rose, Bridget Schank, and Andrew Humphrey (pictured at top right).
- ✦ Our annual signature fundraiser, “Under the North Star,” was hosted online in the fall, raising more than \$40,000 for our campers and their families. The program showcased the incredible impact of camp for families in need. A very special thanks to Presenting Sponsor Delta Air Lines, as well as event sponsors MASCO, Domino’s, Spectrum Health, Abercrombie and Fitch Co., and Bank of Ann Arbor.

 [WATCH THE PROGRAM HERE](#)

- ✦ We closed out the fall with a hugely successful community event, the Halloween Glow & Light Show, giving local area families a chance to safely enjoy trick-or-treating, all while getting a tour of camp. The sold out event welcomed more than 500 vehicles, generated media awareness (including from our media partners at WDIV Local 4 News/ClickOnDetroit), and raised \$13,000.
- ✦ Just days later, during Giving Tuesday, our campy digital fundraiser (#GivingMooseDay) generated more than \$22,000 from over 235 camp friends! It was an astonishing single day of giving, a tribute to our amazing community of generous supporters.




Experience drive-thru Halloween light show near Ann Arbor




2020 AUDITED FINANCIALS


FISCAL YEAR ENDING DECEMBER 31st



NET INCOME	
REVENUE	
Pledges and Contributions	1,067,960
Special Events	121,005
In-Kind Contributions	92,494
Other	100,384
Total	1,381,843
EXPENSES (EXCLUDING DEPRECIATION)	
Program Services	1,123,460
Fundraising	535,789
General and Administrative	377,679
Total	2,036,928
Net Income (LOSS) (Excluding Depreciation)*	(655,085)



CASH FLOW	
CASH INCREASE (DECREASE)	
Net Income Excluding Depreciation	(655,085)
Prior Year Pledges Received	1,252,650
Investments	(162,480)
Capital Expenditures	0
Financing	(92,899)
Other	(115,981)
Net Increase (Decrease)	226,205
Cash Balance as of 12/31/2020	308,197



BALANCE SHEET	
ASSETS	
Current Assets	467,248
Fixed Assets (net of Depreciation)	15,031,487
Pledge Receivables**	342,791
Endowments	614,628
Other Assets	5,000
Total	16,461,154
LIABILITIES AND EQUITY	
Current Liabilities	936,536
Long-Term Liabilities	1,207,059
Equity	14,317,559
Total	16,461,154

*Depreciation expense of \$722,037 was recorded in 2020, but was excluded from this net income summary since it is a non-cash item.

**Our life-changing work is made possible by the generosity of funders and donors, and we are especially grateful for prior multi-year pledges which are helping to sustain us going forward. As of December 31, 2020, the outstanding pledge receivable balance was \$342,791.

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OUR GENEROUS DONORS

On behalf of the hundreds of children and families who enjoyed lifelines of community and connection through North Star Reach's innovative programming in 2020, we extend our deepest thanks to each one of the donors who believed in the power of camp and supported our work to positively impact the lives of children with serious health challenges and their family members.

Great care has been made preparing the list of supporters who made a gift to North Star Reach between January 1 and December 31, 2020. Please accept our apologies in advance if we have inadvertently made an error or omitted a name. To make a correction, please contact Monica Philipp at 248-342-3367.



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BE PART OF SOMETHING LIFE-CHANGING

Part of the extraordinary magic of camp: No camper ever pays a penny. Your generous gifts of time, talent, resources and financial support make life-changing experiences possible. Thank you for your commitment to camp and kids!

DONATE to support a child's attendance at camp. North Star Reach is a not-for-profit organization dependent on private funding to serve every camper. 100% of all donations directly benefit our camp and programs. Gifts-in-kind are also greatly appreciated.

Since North Star Reach opened in 2016, our programs have already served more than 3,500 children with serious illnesses and their families. We must grow to welcome even more kids with serious illnesses across the Great Lakes region, and we need generous donations from individuals like you to make that happen.

VOLUNTEER to directly impact kids at camp. You may discover that the life you change may be your own.

FUNDRAISE by participating in fundraising events or proposing your own event or online fundraiser.

SHARE THE WORD about the impact of camp. Like our Facebook, Instagram, Twitter, YouTube, and LinkedIn pages. Follow daily stories of inspiration, hope, joy and resilience from campers, camper parents, volunteers and donors. Stories that connect us to our shared humanity.

CONNECT EMPLOYEES to camp through service workdays and other exclusive corporate partnership opportunities.

INVEST in strategic partnerships that deepen the impact camp and our purpose-driven programs make on the lives of children with serious health challenges and their families, as well as on our communities.





North Star Reach
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CAMP

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NORTH STAR REACH

501(c)(3) organization