

Magic Ahead

Every child affected by a parent's cancer deserves access to the life-changing magic of Kesem.

KESEM STRATEGIC PLAN 2026-2028

As Kesem celebrates its 25th anniversary, we are grateful for the impact we've created together. Kesem is also growing, guided by our four strategic pillars, to reach more children than ever and ensure no child faces cancer alone.

The Need for Kesem Is Urgent...

Early-onset cancer diagnoses have increased nearly 80% in the past 25 years and cancer-related deaths in young adults have risen by 27%*. These statistics paint a stark picture and motivate us to act.

...And Our Programs Have Clinically Proven Benefits

A rigorous statistical analysis by Georgetown University's Lombardi Comprehensive Cancer Center showed Kesem plays a critical role in enhancing quality of life by offering peer connection, emotional expression, recreational activities, and a sense of normalcy and empowerment.

*<https://pubmed.ncbi.nlm.nih.gov/39434099/>

KESEM IN NUMBERS

90,000+

children supported since our founding

99%

would recommend Kesem to other families

41

states with Kesem programs and available to all virtually

165

locations across the country

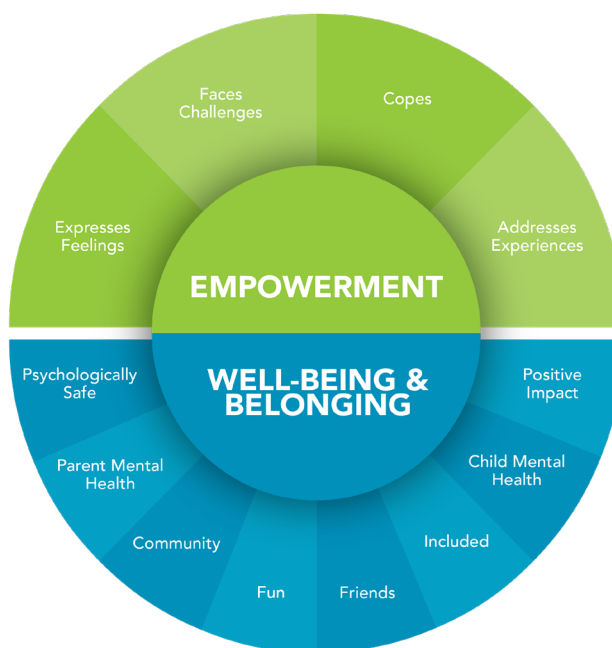
5,000+

active college student volunteers each year

200,000+

lives impacted by Kesem's programs

Psychological Benefits of the Kesem Experience



STRATEGY TO GROW OUR IMPACT

Guided by our four strategic pillars, we're reaching more children, empowering more volunteers, and bringing Kesem's joy and support to new communities nationwide.

STRATEGIC PILLAR 1:



Expand Kesem's Impact
 Serve more children and families with Kesem's life-changing programs.

- Grow our programs to reach 50% more children
- Expand our program options to support different needs and interests
- Continue to deliver the highest quality programming

STRATEGIC PILLAR 2:



Empower Our Volunteers
 Inspire and equip our passionate volunteers to make a lasting difference in children's lives.

- Invest in volunteers to enable their transformative impact on children and families
- Prepare Kesem volunteers to make a difference throughout their lives and careers
- Build a lasting alumni network to strengthen and sustain Kesem

STRATEGIC PILLAR 3:



Welcome New Families
 Ensure all families impacted by a parent's cancer can access Kesem's transformative programs.

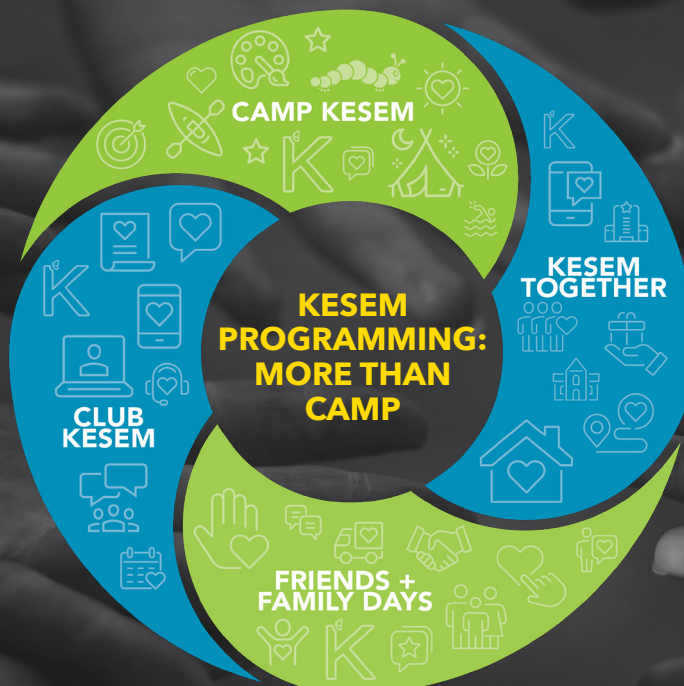
- Strengthen early connections to families
- Expand outreach to new communities
- Eliminate barriers to participation

STRATEGIC PILLAR 4:



Rally Resources for Impact
 Secure financial resources to expand programs and provide access to all families.

- Maximize the use of Kesem's resources toward mission and impact
- Show supporters how their contributions transform lives
- Leverage grassroots fundraising to sustain Kesem's impact



SUPPORT THE MAGIC AHEAD

donate.kesem.org/kesem2026



kesem
A child's friend through and beyond a parent's cancer.

To learn more, visit kesem.org.