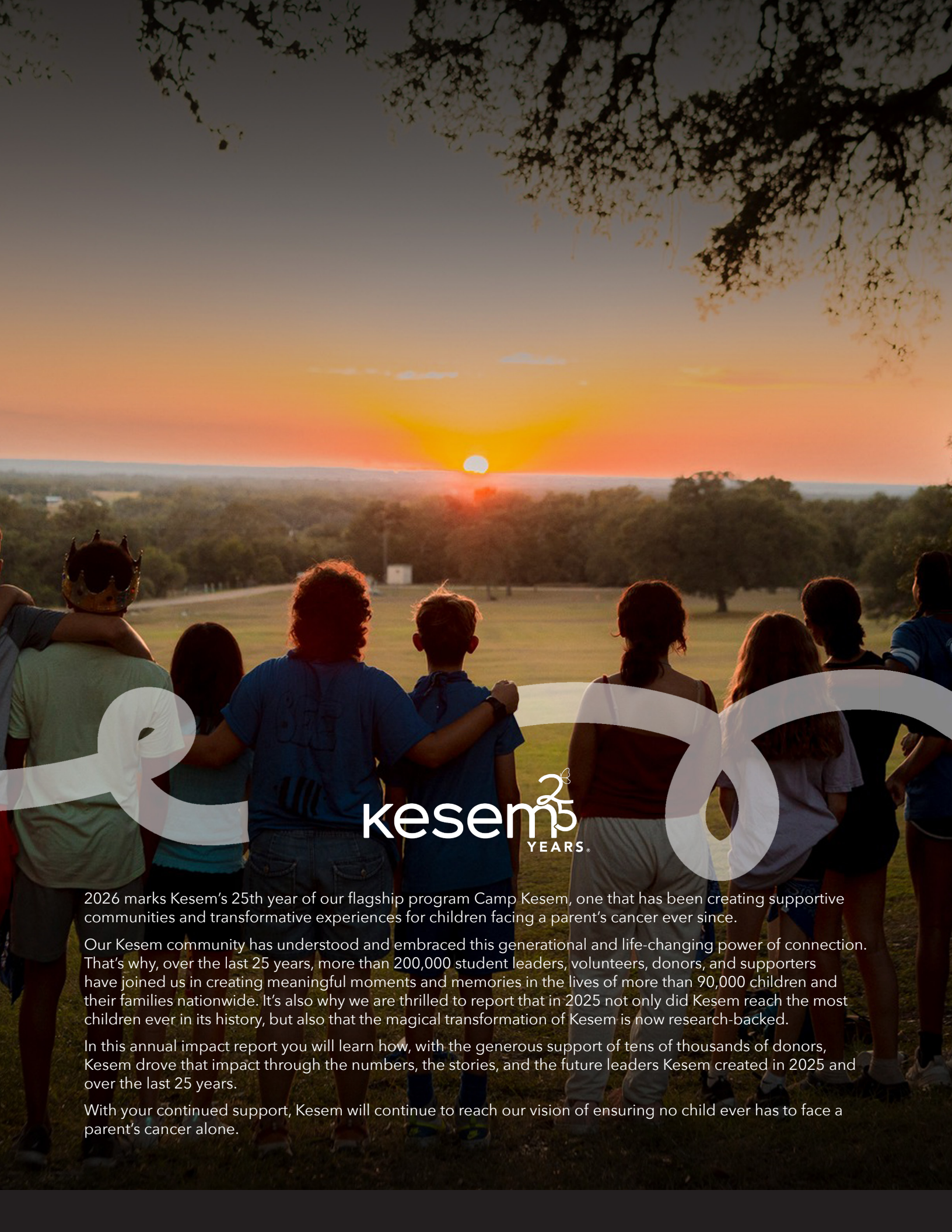


2025 DONOR IMPACT REPORT

Impact

kesem²
5
YEARS®



kesem ²⁵
YEARS.

2026 marks Kesem's 25th year of our flagship program Camp Kesem, one that has been creating supportive communities and transformative experiences for children facing a parent's cancer ever since.

Our Kesem community has understood and embraced this generational and life-changing power of connection. That's why, over the last 25 years, more than 200,000 student leaders, volunteers, donors, and supporters have joined us in creating meaningful moments and memories in the lives of more than 90,000 children and their families nationwide. It's also why we are thrilled to report that in 2025 not only did Kesem reach the most children ever in its history, but also that the magical transformation of Kesem is now research-backed.

In this annual impact report you will learn how, with the generous support of tens of thousands of donors, Kesem drove that impact through the numbers, the stories, and the future leaders Kesem created in 2025 and over the last 25 years.

With your continued support, Kesem will continue to reach our vision of ensuring no child ever has to face a parent's cancer alone.

Message FROM THE CEO



JAY "COUNTRY HAM" STILWELL
Chief Executive Officer

I've been part of the Kesem community for more than a decade, as a parent, board member, and now CEO. My connection began when my wife, Leigh, passed away from cancer and I saw how deeply that loss reshapes a child's world. That experience gave me a lasting understanding of what millions of children facing a parent's cancer carry, and why Kesem's work matters so much. When my daughter Sarah Bond found Kesem, I witnessed the power of a community where kids feel seen and supported – one that they carry with them for a lifetime. As we mark 25 years of Kesem, I feel both urgency and optimism: the need is growing, but so is our impact. With 25 years of impact to reflect upon and generations stepping forward to lead our next chapter, I am confident we can reach every child who needs us.

In 2025, Kesem reached more children than ever before, serving over 10,000 kids across the country. As we celebrate 25 years of impact, we also celebrate a milestone in understanding that impact: new peer-reviewed research confirms what our community has always known – Kesem works. Children in our programs experience stronger well-being and greater resilience, proving that joy, connection, and community are essential to healing.

This progress is made possible by a nationwide community of more than 115 college chapters and thousands of student leaders who dedicate themselves to creating life-changing experiences for children facing a parent's cancer. Their leadership, along with the generosity of donors and supporters like you, fuels everything we do.

The need for Kesem has never been greater. Today, 5 million children in the United States are facing a parent's cancer, and that number continues to grow. Our commitment is to meet that need – thoughtfully, sustainably, and inclusively – so that more children and families can access the support they deserve.

Thank you for being part of this community, for believing in the power of connection, and for helping us bring Kesem to even more children and families. Together, we will continue to create the magic that makes healing, and hope, possible.

Jay Stilwell

Jay Stilwell
Chief Executive Officer
Kesem

LOOKING BACK

Campers & counselors experienced some of Camp Kesem's magic at one of Kesem's earliest college chapters at Indiana University in 2005.



Impact

EVIDENCE BASED

GEORGETOWN
UNIVERSITY

Lombardi Comprehensive
Cancer Center



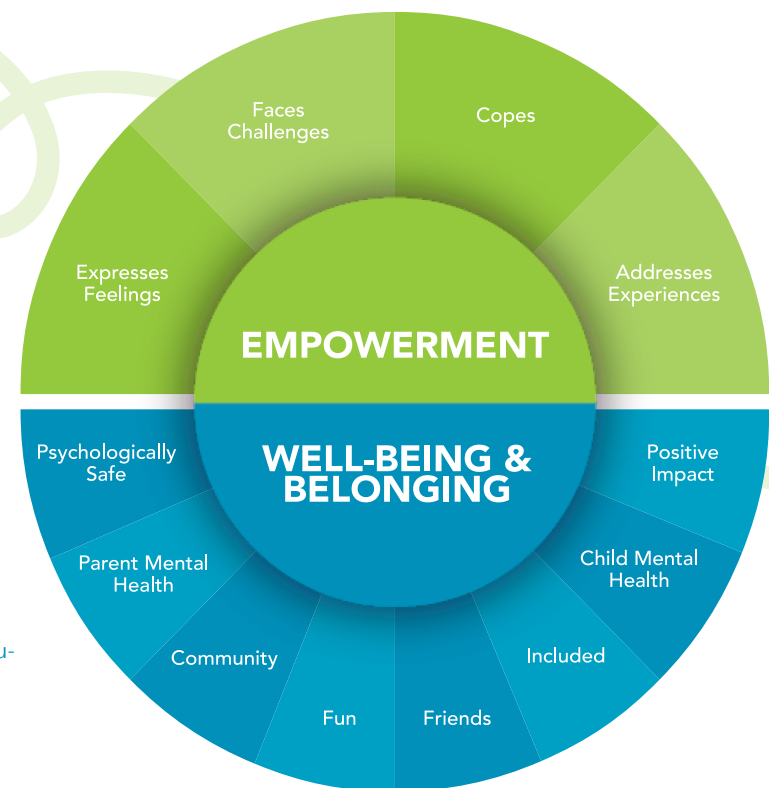
One of Kesem's proudest achievements of 2025 came courtesy of our partners at Georgetown University

Researchers at Georgetown University Lombardi Comprehensive Cancer Center helped validate the positive impacts Kesem has on children. Through an analysis of Camp Kesem program data, the study showed how Kesem's programs demonstrated positive psychosocial outcomes in children facing a parent's cancer.

The research found that Kesem plays an important role in supporting quality of life by providing peer connection, opportunities for emotional expression, recreational experiences, and a sense of normalcy and empowerment during a challenging time for families.

Children who attended Camp Kesem reported meaningful benefits including feeling a stronger sense of belonging, making new friends, having fun, and building confidence and resilience as they navigated the challenges associated with a parent's cancer.

Psycho-Social Benefits of the Kesem Experience



"The findings underscore the significant and positive impact of the Kesem experience on children's psychological resilience, particularly in fostering well-being, belonging, and empowerment, which translate into meaningful behavioral outcomes."

KENNETH P. TERCYAK, PHD, AND MARCELO SLEIMAN, JR., BA, CPPN
GEORGETOWN UNIVERSITY LOMBARDI
COMPREHENSIVE CANCER CARE CENTER



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PARENT SURVEY RESULTS

98%

- I feel my child made new friends at Camp Kesem.
- I feel like my child seems more confident in their ability to address their experiences with cancer because of Kesem.
- I feel that Kesem helped my child feel more confident facing challenges that come their way.
- It is important that my child(ren) receives support from Kesem after a loss.

99%

- I would recommend Kesem to other families affected by cancer.
- I feel my child had fun at Camp Kesem.
- I feel Kesem gave my child a community of support.
- I feel my child felt included at Camp Kesem.



Impact

PROGRAM EXPANSION

For over two decades, our flagship program, Camp Kesem, has been the cornerstone of our mission to support children navigating a parent's cancer. Along with initiatives like Warm Welcome, Special Deliveries, and Kesem By Your Side, we have provided comfort, connection, and a sense of belonging to countless families. Yet, at Kesem, we believe there is always more to learn and new ways to make a difference. Guided by pilot program learnings in 2024, we expanded upon our program offerings to reach more children year-round in 2025 than ever before.



Impact

BY THE NUMBERS

Children supported since our first camp in 2001

90,000+

10,400+

Children found fun, friendship, and support through Kesem's programs in 2025

Camp Kesem 2025 At-A-Glance

NURSE + MENTAL HEALTH STAFF	STUDENT LEADERS	CAMP ADVISORS
469	5,200	131

Program Experiences in 2025

KIDS AT FRIENDS + FAMILY DAYS	WARM WELCOMES	KIDS AT KESEM TOGETHER EVENTS
2,294	8,560	324
BIRTHDAY CARDS	KIDS AT CLUB KESEM	
9,134	615	

Friends + Family Days

For families looking for a flexible, family-centered way to connect with Kesem in person, Friends + Family Day offers welcoming spaces for families to come together in community. These events invite entire families, including parents and caregivers, to participate, creating opportunities to build meaningful relationships with one another and with the broader Kesem community. This program has been especially impactful for parents, who often form lasting connections and continue supporting one another long after the event ends.

Kesem Together

Kesem Together brings Kesem's magic directly to families through partnerships with cancer-focused organizations, medical centers, schools, nonprofits, and community spaces. These programs provide engaging activities, peer connection, and moments of fun and support for children and families navigating the challenges of a parent's cancer. By bringing programming to new environments and communities, Kesem Together expands access to Kesem's community and creates meaningful experiences of connection, belonging, and joy.

Club Kesem

Club Kesem expands Kesem's impact through virtual programming that brings children together no matter where they are. This program provides an inclusive space for kids to connect with peers and student leaders, building relationships and support networks in a flexible, accessible format. Club Kesem ensures that even families in remote areas or those unable to travel can experience the community and healing that Kesem provides.



KESEM PARENT

"When my wife got sick, I never realized that I needed an organization like Kesem. I'm grateful the nurse at the hospital suggested Kesem. I can't imagine my kid's childhood without this community."

KESEM CAMPER

"Kesem has changed my life. I know that when I am at camp, I can truly be myself whether that means laughing, crying, or going swimming. At camp, everyone just needs the chance to be a kid again."





EMMA KATE
"SPINACH" PRICE

"If I can help create even a fraction of the Kesem community that was built for me, it will be the best thing I ever do. I still feel like the luckiest girl in the world to have experienced that day at Mihaska 13 years ago. I love who I am today because Kesem loved who I was then."

Impact

CREATING FUTURE LEADERS

Fourteen years ago, Emma Kate Price, affectionately known as "Spinach" in the Kesem community, walked into Camp Mihaska in Bourbon, Missouri, for her first Camp Kesem experience. Initially filled with uncertainty, she quickly found herself embraced by a community of caring counselors who made her feel supported from the very beginning. That first day marked the start of a transformative journey – one where Emma Kate would not only discover the magic of Kesem but also find a place where she truly belonged.

For the next decade, Emma Kate returned to Camp Kesem Mizzou every summer, no matter how much her life changed. Moving across states and changing schools often left her feeling isolated, but Kesem became her anchor – a source of connection, joy, and empowerment. At camp, she found encouragement to dream big, including pursuing her aspiration of becoming an aerospace engineer, and a space where she was seen, valued, and celebrated for who she was.

When Emma Kate entered college at Harvard, Kesem continued to impact every corner of her life. Her Kesem Harvard Undergraduate chapter became her second family, with co-directors and coordinators offering her steadfast support.

Despite the challenges of a rigorous engineering program, Emma Kate dedicated her time and energy to Kesem, ensuring that other children facing a parent's cancer had a chance to experience the same sense of hope and belonging she found years ago.

Now a Harvard graduate, Emma Kate's story illuminates how Kesem magic often begins as support for a child at a very difficult time and evolves into leadership not only as a young adult but into adulthood. Her journey came full circle, as she learned to serve others and create the same safe, supportive space for children that once shaped her own life. For Emma Kate, leading through Kesem was not just about giving back – it was about paying forward the opportunity to transform lives, just as Kesem transformed hers.

"Because of Kesem, I am a better human... I've learned what it means to lead with empathy. I've grown stronger, kinder, and more open-hearted. I've found a family that inspires me to be my best self."

FORMER CAMPER AND COLLEGE STUDENT VOLUNTEER

LOOKING BACK
By the mid-2010s Kesem had grown into a national organization, shown here at its National Leadership Summit celebrating the 16th year of Kesem and Camp Kesem's beloved icon, Karl the caterpillar.



Kesem's Sweet 16



"Coco"

VICTORIA OCHARAN
North Carolina State University,
Former Kesem Camper



"Flash"

WILL BOLLINI
UCLA



"Quac"

KALIN PATEL
University of Illinois,
Former Kesem Camper



"Appa"

ANDREW VOELSING,
MIT



"The Muffin Man"

CHANDLER TOMPKINS
Chandler Tompkins,
University of Texas, Austin
Former Kesem Camper

Impact

THOUGHT LEADERSHIP



At Kesem, our commitment to serving children and families impacted by a parent's cancer extends beyond our direct programming. By raising awareness, sharing resources, and forging meaningful partnerships, we amplify our impact to ensure no child has to face a parent's cancer alone. In 2025, Kesem demonstrated its role as a leader in both service and advocacy, driving national conversations and reaching more families in need.

Children Facing a Parent's Cancer Month

Building on its 2024 re-launch, Children Facing a Parent's Cancer Month in 2025 shined even more light onto the 5 million children coping with a parent's cancer. With three key objectives – raising awareness of this population's unique needs, providing resources for families and professionals, and engaging corporate partners – the campaign created a powerful platform to amplify Kesem's mission. By collaborating with 14 national program partners and corporate sponsors, we extended our reach to deliver critical resources to families, educators, healthcare providers, and advocates.

The campaign sparked thousands of new community interactions across paid, owned, and earned media channels, significantly increasing awareness of the issue and support for Kesem's programs. Through these efforts, we not only expanded the dialogue around children impacted by a parent's cancer but also engaged new stakeholders, empowering them to join our mission.

National Board of Directors

Mili Aggarwal	Rachel Goodlad	Dr. Danielle Lombard-Sims	Andrew Suchoff
Neha Biggs, Co-Chair	Matt Hanley	Rob Plotkowski	Pamela Tom
Bill Bronstein	Dr. Pamela Hopkins	Ann Marie Robertson	Iris Rave Wedeking, Founder
Sam Dorison	Dr. Brent Iverson	Bethany Schwartz	
Robyn Doughty	Jerry Katz, Co-Chair	Justin Shakespeare	
Betina Evancho	Mary Kohler	Jay Stilwell, CEO	
	Dana Lewis		

Building Partnerships to Expand Reach

In 2025, Kesem focused its partnerships on survivorship spaces and younger adult cancer communities to reach families earlier. Through groups like Livestrong, LUNgevity, and Epic Experience, it delivered Kesem Together programming to about 500 children nationwide, including a pilot serving entire families together.

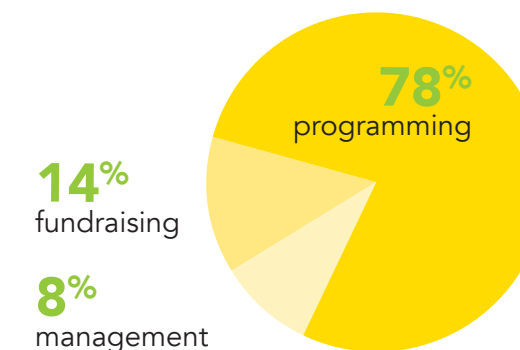
Kesem also strengthened its voice in family cancer support, engaging at CancerCon, AllyCon, and ASCO, contributing to national parenting resources, and participating in a THANC webinar for parents.

Over the year, Kesem launched a dozen new partnerships that drove funding, programming, and local support—building national infrastructure while stewarding local relationships, including a national partnership with Cancer Support Community that will expand reach across 35+ affiliates in 2026. This approach positions Kesem to enter the new year with an expanded engagement strategy and the ability to meet families wherever they are in their cancer journey.



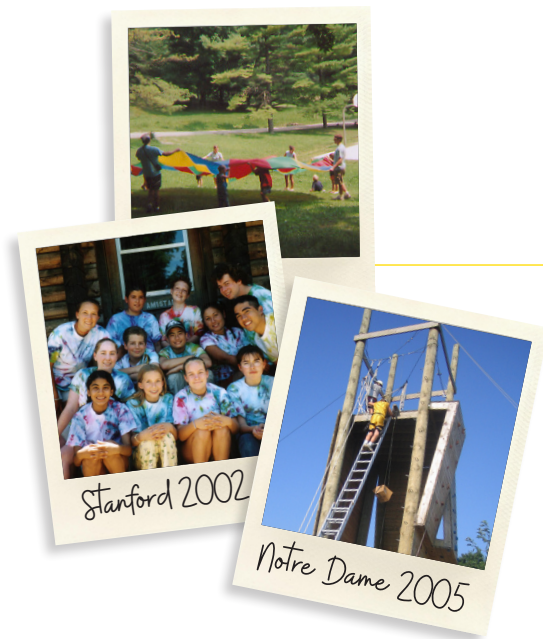
Financial Summary

Your gifts ensures that Kesem programs remain free to families.



Events

NATIONAL EVENTS	TEAM KESEM EVENTS	2026 Bank of America Chicago Marathon	Irish Life Dublin Marathon
Chicago Magic Ball March 14, 2026	2026 runDisney Springtime Surprise Weekend April 16-19, 2026	October 11, 2026	October 25, 2026
Boston Magic Ball May 2, 2026	2026 TCS Sydney Marathon August 30, 2026	2026 Disney Wine & Dine Half Marathon Weekend October 22 - 25, 2026	TCS New York City Marathon November 1, 2026
San Francisco Night Magic September 19, 2026	BMW Berlin Marathon 2026 September 27, 2026		
Los Angeles Magic Makers Ball October 16, 2026			CHAPTER EVENTS
			National Leadership Summit November 6-8, 2026



CREATING A WELCOMING *Community*

Kesem's mission of supporting children through and beyond a parent's cancer, and our vision of ensuring that every child impacted by a parent's cancer is never alone, can only be realized through a steadfast commitment to belonging in every aspect of our organization.

To that end, Kesem makes the following commitments:

- To continually expand the communities we support and work with – our camper families, volunteers, staff, alumni, partners, donors, and boards – with attention to engaging communities we are not currently reaching.
- To strive for equity in delivering a transformative, fun, and empowering community that recognizes and embraces our differences.
- To aspire to create shared spaces that are safe for every member of the Kesem community to feel valued and respected.
- Kesem will engage in continued meaningful learning in order to better support our mission, and our growing Kesem community.

KESEM'S MISSION + *Vision*

Vision – To realize a world where every child impacted by a parent's cancer is never alone.

Mission – To support children through and beyond a parent's cancer with free, fun-filled creative programs and a lasting community.

Register Today

Visit [Kesem.org](https://kesem.org) for information about Make the Magic, Friends + Family, and Camp Kesem dates.

Registration for all Kesem programs and information about other chapter events is available at [Kesem.org](https://kesem.org).



Thank You

To our incredible donors and sponsors: thank you for your kindness, generosity, and steadfast belief in Kesem's mission. Because of you, thousands of children and families facing a parent's cancer found hope, healing, and joy this year. Together, we are building a future where no child has to face this journey alone.



kesem² YEARS[®]



Kesem
440 N. Barranca Ave.,
#2273
Covina, CA 91723
253.736.8321
kesem.org

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-  @Kesem
-  @KesemNationwide
-  @KesemNationwide