



# 2016 DONOR GRATITUDE REPORT



# CEO MESSAGE

Dear Friends and Supporters,



I recently returned from an inspirational and life changing weekend volunteering at Camp Erin Philadelphia with one of our many incredible partners, The University of Pennsylvania's Wissahickon Hospice. As we shepherded our

campers to the closing ceremony, we were treated to an unforgettable serenade of "Stand by Me" from the parents and guardians, with the lyrics changed to "I'll Stand by You."

**"When the night is cold,  
and the land is dark . . ."**

Nights can be very lonely, scary and painful when you lose a loved one, and younger campers, especially, may be anxious spending the weekend away. All of us teared up reflecting on the transformation of the campers from the time they arrived Friday evening, some shy and unsure, to the bright and smiling faces we encountered Sunday.

**"If the sky that we look  
upon should tumble  
and fall . . ."**

As the lyrics echoed, I was struck by how much these young children have endured so early in their lives. When a child's world is turned upside-down with grief or addiction, it is critical that they feel supported. After a short time at camp, it was evident these children and teens no longer felt alone and instead were assured they would be able to move past their fear, smile and have fun again.

**"I will stand, I will  
stand by you."**

Reflecting back on all we accomplished in 2016, I am awestruck by the more than 34,000 children and families served by our programs over the past 16 years. Our founders' determination to help the family of a very special girl named Erin has led us to reach out with services in over 50 communities across the US and Canada to support children affected by grief and addiction; most recently entering rural communities that have a disproportionate percentage of families affected on both fronts by the opioid crisis and are in dire need of support.

Our goals extend well beyond a transformative and memorable weekend at camp. We strive to ensure children are on the right path to success, and their families are supported and communities strengthened through continued care, including The Moyer Foundation Resource Center, which offers personalized phone and email support as well as a curated library of helpful tools on various subjects related to and beyond grief and addiction. In addition, studies with Kent State and Louisiana State University are confirming the efficacy of our programs, and ongoing instrumental support from partners such as The New York Life Foundation and Indivior are helping to generate awareness and support of our mission.

Because of the commitment you have made, we are better able to advocate for the millions of children and families in need of our services and focus on transforming lives. Thank you for caring enough to stand by us. We could not do it without you.

Mary K. FitzGerald  
Chief Executive Officer

# STANDING TOGETHER

*The mission of The Moyer Foundation is to provide comfort, hope and healing to children and families affected by grief and addiction.*

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# DONOR SPOTLIGHT: BEN ANDREWS, RENTON, WA

Supporting The Moyer Foundation has always been natural for me. As a life-long Seattle Mariners fan, I was first drawn to the work of The Foundation

by the founders, and I was obviously inspired. Then I volunteered as a Big Buddy at Camp Erin. Camp was for the children, but it was a profound experience that changed my life in many ways. During camp, we played, celebrated memories, and honored those who passed. The campers learned it was okay to grieve and it was also okay to play and have fun.

After such a powerful experience, how could I not donate to The Moyer Foundation? The life-skills that children who are dealing with grief or addiction in their family develop, as a result of their time at camp, are invaluable. I'm honored to do my small part.



*Camp Erin is the largest national bereavement program for youth grieving the death of a significant person in their lives.*

# BECAUSE OF YOU!

*"Camp Erin helped me by grieving. It helped me look through different angles, like I'm not alone. At first I thought nobody understood me and now I see that I'm not alone and that there are different ways of grieving like some people cry or some people think or laugh or smile like there's no right or wrong way of grieving!"*

*—Taylor, 13*

**45**

Camp locations in  
26 states and 1  
Canadian  
province

**3,096**

Campers  
served in  
2016

**97%**

of campers  
had fun at  
Camp Erin

**95%**

of campers felt  
supported at  
Camp Erin

**95%**

of campers are  
glad they came  
to Camp Erin

**95%**

of campers  
made new  
friends



The Moyer Foundation

*Camp Mariposa is a national addiction prevention and mentoring program for youth who have been impacted by substance abuse in their families.*

# WITH YOUR SUPPORT!

*"Camp has helped me in many ways, including the fact that it has introduced me to new people. Camp has given me many coping skills that have helped in my life and I am very grateful for these skills. I am also grateful for giving me the experience of meeting people with my same issues."*

—Lexi, 10

**1,190**

Campers served in 2016

**12**

Camp locations in 10 states across the U.S.

**57\***

Camp Sessions

\*Camp Mariposa is held six times a year at each location.

**93%**

of campers say they made new friends

**91%**

of campers say there are adults they trust at camp



# A TIME FOR FIRSTS

I remember the first time we built a campfire for the kids and had s'mores. It was so hard for us, as mentors, to believe that many of them had never experienced that before. The majority of campers at Camp Mariposa Eastern Kentucky come from impoverished homes, so it can be easy to forget that many of them have never experienced camping or s'mores before.

While camp serves as an instrument to teach valuable lessons about addiction, it often is also a place for kids to experience things they might not otherwise be a part of. Seeing that transformation is just one of the many things that I love about Camp Mariposa.

We've had a lot of firsts: Easter egg hunts, hayrides, painting pumpkins, and even a visit from Santa.

After hearing one young girl proclaim that Santa won't know who she is because he'd never visited her before—the phrase “like a kid on Christmas morning” has a whole new meaning for me. I've never seen joy like I did the day our Santa called that child's name and gave her a present. She simply put her hands on his face and smiled.

In that moment, no one is thinking about addiction. In that moment, a kid is just being a kid. To me, that can be the most important “first” for every camper—and it certainly should not be their last.

It's an honor and privilege to have been given this opportunity by The Moyer Foundation, and by donors like you. Because of you, our campers are welcomed with the equipment they need to enjoy camp, just as they should. Whether that be a sleeping bag, or a jolly man in a suit—those small things matter, and they matter a lot.

Thank you,

Lisa Brown,  
Camp Mariposa Director, Eastern Kentucky



# PARTNER SPOTLIGHT: INDEPENDENCE BLUE CROSS FOUNDATION

The Moyer Foundation is a shining example of a true partner; committed to collaboration and driven to reach more children. With a mutual openness to new ideas, our discussions evolved into the launch of Community Camp Mariposa - a community-based model to reach youth in under-resourced

communities of Philadelphia who are experiencing the effects of substance abuse in their families. Community Camp Mariposa allows kids to have real conversations about substance abuse, which lessens the stigma of addiction and reduces feelings of guilt and isolation. With the alarming trend of opioid abuse in our region, The Moyer Foundation's work is essential to healing and addressing the intergenerational effects of substance abuse.

The Independence Blue Cross Foundation is proud to support The Moyer Foundation and their mission. Together, we are working to break the traumatic cycle of addiction, empower children to lead healthier lives, and in turn, transform their communities. Individually we can make a change; together we can make a difference.

Dr. Lorina Marshall-Blake,  
President, Independence Blue Cross Foundation



# COMMUNITY SUPPORT: THE MOYER FOUNDATION RESOURCE CENTER

In seeking to offer holistic support for our children and families, The Moyer Foundation has continually responded to requests for resources and support referrals beyond our two camp programs. With the help of our national network of partners and key supporters, we recognized the need for one comprehensive collection of tools to support families in crisis, and the idea for the Moyer Foundation's Resource Center was born.

The Moyer Foundation Resource Center, launched in May of 2016, has served over 20,000 visitors online. Our library of resources includes everything from videos explaining addiction

to mindfulness exercises and how to talk about tragic events. We provide personalized referrals and resources, via phone and email, and to-date have served over 200 families, educators and mental health professionals with individualized support. Thanks to our generous donors, these services are provided free-of-charge.

Please help us build awareness of the Resource Center by sharing it with educators, families, health providers or anyone who knows a family or children that need help:

[moyerfoundation.org/resources](http://moyerfoundation.org/resources) | 206-298-1217.

## CAMP MARIPOSA NEW LOCATIONS:

Camp Mariposa  
St. Petersburg, FL

Camp Mariposa  
Eastern KY

Camp Mariposa  
Nashua, NH

## NOTABLE EVENTS:

We served our  
1,000th unduplicated  
youth in 2016

Opened our first rural  
CM location in the  
Appalachia region of  
Eastern Kentucky

Completed year  
one of a three-year  
research study of  
the effectiveness of  
the Camp Mariposa  
model and its impact  
on well-being and  
prevention for youth.

## CAMP ERIN: NEW LOCATIONS:

Camp Erin  
Montgomery  
County, MD

Camp Erin  
South Idaho

## NOTABLE EVENTS:

Crossed 20,000  
campers served

Celebrated 15 years  
of Camp Erin

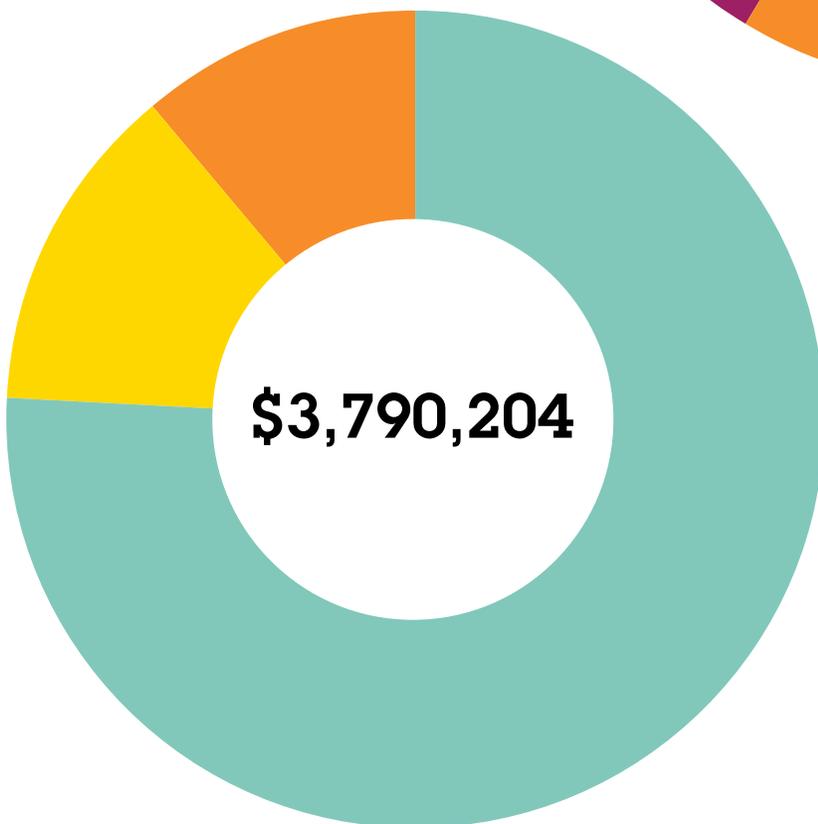
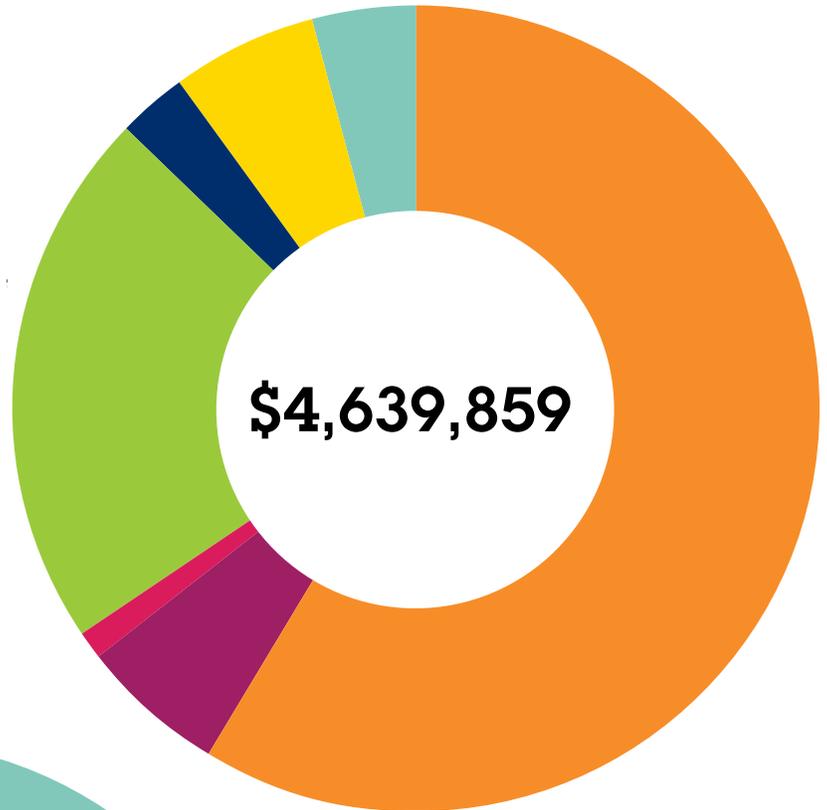
Concluded the largest  
research study of  
its kind evaluating  
the impact of  
bereavement  
camps on positive  
youth development  
development.  
Published data  
expected Fall 2017.



# 2016 Audited Financials

## Revenue

- Corporate & Foundation - \$2,762,394
- Government - \$0
- Individuals - \$274,529
- Investments - \$23,944
- In-Kind - \$1,001,787
- Partner Events - \$126,052
- Special Events - \$261,203
- Other - \$189,950



## Expenses

- Programs - \$2,891,422
- Management & General Administration - \$490,895
- Fundraising - \$407,887

*Thank you for  
standing with us!*



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