IMPACT REPORT 2020
In 1982, C.O.C.A., Children's Oncology Camps of America was founded by a dozen pioneer oncology camps. The personnel from these twelve camps found the lives of children with cancer were immeasurably enhanced by camping. Noting their similar experiences, these visionary souls believed a forum should be created to share their ideas and experiences. That forum known as C.O.C.A. currently consists of over 130 member camps from within the United States and Canada. In 1996, C.O.C.A. officially changed its name to Children's Oncology Camping Association, International, to incorporate the camps outside of the United States.

ABOUT US

MISSION
To strengthen the international community of camps for children with cancer and their families through networking, advocacy, and education.

VISION
To be the leader in serving camps for children with cancer and their families.

GOALS

- NETWORKING:
  - Regional Conferences
  - Town Halls
  - Young Professional Leaders
  - Annual Conference

- ADVOCACY:
  - Relationship Building with Supporters of the Pediatric Oncology Community

- EDUCATION & PROFESSIONAL DEVELOPMENT:
  - Quarterly Webinars
  - Gold Ribbon Accreditation
  - Annual Conference
FROM OUR PRESIDENT

Author Seth Godin once said, “Flexible in the face of change, resilient in the face of confusion. All of these attributes are choices, not talents, and all of them are available to you.”

In a year full of uncertainty, fear and tragedy, COCA camps in the United States and Canada remained resolute to the fact that camp is all about the kids! While camps, states and even countries closed down, COCA camps took an alternate path! We opened our mindsets to new technology, new programming ideas and ways of creating staff unity and camper participation. Opportunities to expand camp programming to more campers; in-hospital programs, siblings, as well as family camps sprung up all over. Online platforms became the new way of delivering our amazing camps to our campers. Camps took advantage of sending “Camp-in-a-Box” packages to their campers and staff with all the swag and supplies they would need for an awesome camp experience. From tie-dye and scavenger hunts to talent shows and campfires, camps continued despite what the world looked like off the computer screen.

With the ever-growing need, COCA stepped “out-of-the-box” of traditional planning and delivered a tremendous amount of town halls, webinars providing opportunities for camps to share and learn from one another as well as discuss the pandemic and how it pertained to oncology camping. Regional and medical town halls allowed for specific focus and discussion on important topics facing our populations. Attendance and participation was at an all time high. According to those in attendance, the services COCA offered this year were a true benefit to all. In addition to these member benefits, COCA created its first Diversity, Equity and Inclusion Task Force in response to the social injustice displayed throughout the country. The DEI Task force discussed issues of race, gender, and sexuality in the world as well as in camping.

Discussions on how to ensure proper inclusive settings and representative staff were additional topics. This is an ongoing task force that will be meeting periodically bringing new programming to COCA’s town hall and webinar series.

With the pandemic raging, COCA, for the safety of its members, had to cancel the in-person November annual conference but instead provided the first ever COCACon Virtual Conference! With over 250 people in attendance, 88 camps representing 41 states and provinces, COCA and its members, once again demonstrated the power of flexibility, determination and passion for camping. With 9 CEU credits offered, 50 speakers and 40 sessions including an amazing panel discussion on the future of camp, our virtual conference was a huge success!

I want to take this opportunity to thank all of the COCA Board as well as the Care Camps board for a very memorable presidency! It has been an honor to serve our membership and stand alongside such a phenomenal board of directors and staff. I have learned a tremendous amount from each and every person I have come in contact with and will be forever grateful for the comradery, connections and friendships developed. I look forward to strengthening these bonds and creating new ones in the near future. With the greatest of respect I welcome Dr. Kaye Wagner as the new President of COCA as well as President-Elect, Dr. Brandon Briery. With true leadership like this, I can only imagine the places we'll go!

With much love and respect,
Matthew R. Ruttler
2020 COCA President
In 2020, COCA-I members received over $1 million dollars in grants, goods and awards through partnerships...

Distributed 916 *My Special AFLAC Duck*’s to 15 Member Camps. *My Special AFLAC Duck* is a robotic companion that helps distract kids coping with cancer.

**Care Camps**

Distributed 16 Technology Grants which allowed Member Camps to purchase electronics; keeping them virtually connected to their campers at home and in the hospital. Also, Awarded 9 Northwestern Mutual "Excellence in Camping" Awards: 8 for Camp Spirit & 1 Spirit of COCA-I. These awards highlight special volunteers and staff who go above and beyond to create a memorable camp experience for kids with cancer.

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2020...THE YEAR OF PROFESSIONAL DEVELOPMENT AND ACCOMPLISHMENTS

JANUARY:
• Trained 25 Camps for the 2021 Gold Ribbon Accreditation Visit (Best Practices Program)

FEBRUARY:
• Increased COCA-I's Social Media Awareness with "I Love Care Camps" Day
• Trained 22 Visitors for the Gold Ribbon Accreditation Program

APRIL:
• Created COCA-I SLACK Channel to Keep Members Updated, Improve the Speed of Communication and Disseminate More Information

JULY:
• Created Outside the Box Online Resource Library to House Recordings and Documents from the Spring/Summer Pivot

AUGUST:
• Completed Document Review for 23 of the 25 Camps That Would Have Been Visited for the Gold Ribbon Accreditation Program

SEPTEMBER:
• Assigned Social Media Manager, Increased Social Media Presence and Promotion of Members, Highlighted Childhood Cancer Stats
2020...THE YEAR OF THE INNOVATIVE PIVOT

OVER 40 HOURS OF PROFESSIONAL DEVELOPMENT WITH "OUTSIDE THE BOX" PROGRAMMING

MARCH THROUGH AUGUST, COCA-I ACCOMPLISHED:

- TOWN HALLS 11
- FUNDRAISING 4
- MEDICAL 4
- SELF CARE 2
- ONLINE RESOURCES 7
- PROGRAMMING 13

COCA-I TAUGHT MEMBERS HOW TO CREATE, PLAN & HOST VIRTUAL CAMPS & PROGRAMS FOR KIDS WITH CANCER

"Virtual Camp brought connection to kids whether they were at home or in the hospital."

Special Recognition & Thank You To:
Astin Godwin, Making Good Trouble, LLC
Allison Klee, Camp Stomping Ground
Jack Schott, Camp Stomping Ground
"In a year with so much stress and uncertainty, COCA-I helped me reconnect with all the "COCA-Nuts" that I love and adore. And I really needed that."
Chris Beckwith
Executive Director
Camp Hobé, UT

"COCA-I was a godsend to Special Love’s virtual efforts in 2020. In a year when even the most seasoned oncology camps were forced into a position of “starting from scratch,” COCA-I led the way and helped us traverse the uncharted territory of virtual camp arm-in-arm. The webinars I attended prepared me and our camp staff to run Zoom and WebEx meetings, to adapt program content to fit the virtual model, and to find the benefits of connecting with our camp families online. The post-camp survey results reflected our success, and we couldn’t have done it without COCA-I."
Dave Smith
Sr. Director, Outreach & Programs
Special Love, Inc., VA

"COCA-I was instrumental in Camp Happy Days shift to virtual programming. They were at the forefront of virtual camps and through town halls, webinars, and a virtual conference we were able to provide a virtual experience for our campers that they will never forget!"
Iain Riddle
Programs & Camp Director
Camp Happy Days, SC

"The town halls and webinars provided concrete medical and logistical information, but it also became a rich source of motivation for moving our programs to virtual. Inspired by other COCA-I members, we created alternative programs in just a few weeks to compensate the cancellation of our field trips. Through autonomous outdoor activities, “expeditions-in-a-box”, and online sharing nights, we successfully pursued our mission to help youth affected by cancer across the country regain their wellbeing."
Marie-Michelle Paradis, M. Env.
Project Manager
Therapeutic Adventure Facilitator
On the Tip of the Toes, Canada

"The educational webinars provided by COCA-I have not only been informative but have also helped us to remain connected with similar programs across the country. This continued development of relationships has assisted us with our planning and helped us to feel less isolated when making decisions regarding our camp. We are grateful for the support, education, and medical information that has been provided to us this past year. We are proud and thankful to be part of the COCA-I community!"
Cindy Hall
Camp Coordinator
Nighthawk Ranch, CO
COCA-I CAMPS VIRTUAL & "CAMP IN A BOX" IMPACT
2020 ANNUAL SURVEY RESULTS OF COCA-I CAMP SERVICES:

Over 25,000 Patients, Siblings and Parents Served

Delivered Over 11,000 "Camp in a Box"

2,600 Young Adults

Over 2,600 Patients Enjoyed 475 Hours of In Hospital Virtual Programming

12,000 Virtual Camp Hours

4,000 Volunteers

Virtual Cabin Chats & Check-ins

Data was extrapolated from the 2020 COCA-I Annual Survey of Member Camp Services. Some of the same participants were counted multiple times for participating in multiple programs.
MOVING FORWARD

2021...THE YEAR OF PREPAREDNESS

COCA-I Plans to:

- Host Educational Webinars For Members Including:
  - Child Life Kit Education for My Special AFLAC Duck
  - The Future of Camp-Summer 2021 Plans (3 Part Town Hall Series)
  - Medical Town Hall: COVID-19 Update & Vaccine Report with Dr. Raphael Landovitz, UCLA Infectious Disease
  - Game Night-Learn a New Game to Play Virtually or In Person
  - Craft Hour-Learn Several New Crafts to Teach Your Campers & Staff
  - Disaster Plan: Prepare Your Camp for Disaster in 5 Easy Steps!
  - Making the Most of Your Virtual Staff Training
  - How To Take Your Virtual Programs to an 11!-Improvements for 2021
  - Importance of Self-Care
  - Board Development

- Plan Networking Opportunities for Members Through Zoom or Meetaway, Hosted by COCA-I's Young Professional Leaders
- Review Gold Ribbon Documentation for Camps
- Mentor Camps for the Gold Ribbon Accreditation Program (Best Practices Program)
- Host Annual Educational Conference in Houston, Texas in November

...And So Much More...Success to Continue!

CHILDREN’S ONCOLOGY CAMPING ASSOCIATION
THANK YOU!

COCA-I’s 2020 success is due in part to these generous and caring organizations who support us. Their support allows us to empower our members in bringing the magic of Camp to kids with cancer and their families. Our supporters include:

**Support COCA-I:**

COCA-I is a 501(c)3 nonprofit organization relying on membership dues and generous donations from individuals and businesses. To donate, visit: www.cocai.org

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EXECUTIVE DIRECTOR:
DON GOLDEN, M.B.A.

ASSISTANT EXECUTIVE DIRECTOR:
JENNIFER AMUNDESEN

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MATT RUTTLER, MA.ED.S.

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BRUCE HOOPER, C.P.A.

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