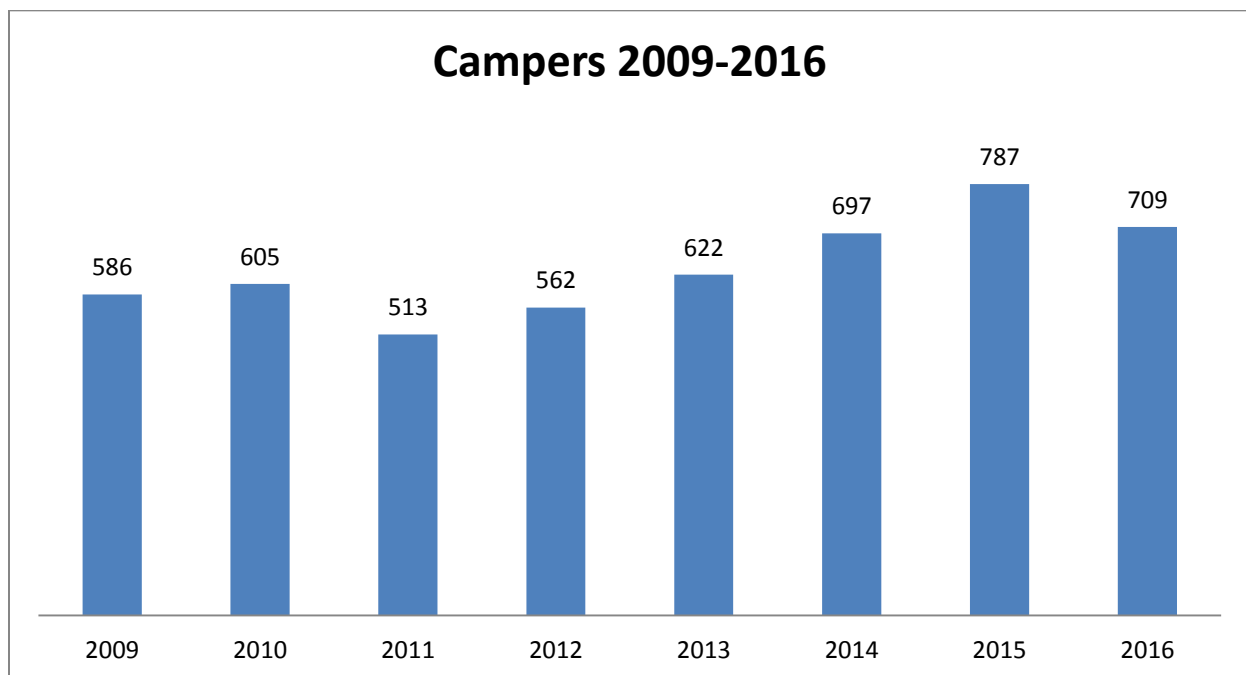


Impact Report

Prepared for Coast to Coast Against Cancer – November 29, 2016

We are delighted to report that, despite record rainfall in July, we have completed another remarkable summer at Camp Kindle. Thanks to the support from Coast to Coast Against Cancer through the Tour for Kids Alberta ride along with other generous donors, we have seen a steady increase in the number of children and families who have enjoyed one of our camp programs over the past several years. Please note that our Calgary SunRise campers are not included in the 2016 totals as they did not spend an overnight at camp this year. Your investment in our camp programs this year has had significant impact.



This past summer, we hosted 399 children through our camp programs. We also had 47 families attend one of our three weekend family camps. And our SunRise day camp program for kids age three to seven attracted 65 day campers.

A recent study that assessed social return on investment tells us that for every dollar invested in our SunMaker program there is a four-fold return. This is a very positive outcome and clear evidence that your financial support is creating tremendous returns.

SunMaker offers kids a one-week residential camp adventure at Camp Kindle. Activities include: archery, climbing, high ropes, low ropes, arts and crafts, swimming, hiking, biking, campfire and much more! SunMaker is jam-packed with fun. At SunMaker kids make friendships that last a lifetime.

Purpose: SunMaker is offered to kids who have been diagnosed with cancer and their siblings and serves the greatest number of children of all of our camps. They can come to camp to escape from the worries of their day to day lives. At camp they will experience pure joy, and be able to just be kids. They will also have great opportunities to connect with other children in similar situations.

SunMaker Campers 2016

Location	SM - 1	SM - 2	SM - 3	TOTALS
Central Alberta	5	3	0	8
Calgary/Area	46	52	51	149
Edmonton/Area	22	21	29	72
Southern Alberta	6	2	2	10
Northern Alberta	5	1	5	10
Totals	84	79	87	250

SunSeeker: Adventure based expedition camp program for post-treatment patients and siblings who are affiliated with KCC. This is an out-trip program that is a progression from SunMaker. Teens develop leadership skills while challenging themselves in outdoor activities such as mountain biking, hiking, caving, climbing, paddling and much more.

Purpose: An opportunity for KCC to develop and implement an outdoor-based leadership program for teens aged 15-17. Teens learn from challenges and going above and beyond what they believe their abilities are. This program provides them with a sense of empowerment that will shape their motivations and purpose.

SunSeeker Campers 2016

Location	SS - 1	SS - 2	TOTALS
Calgary/Area	7	6	13
Edmonton/Area	8	5	13
Southern Alberta			
Central Alberta	1		1
Northern Alberta			
British Columbia			
Totals	16	11	27

SunHaven: This camp tailors to the needs of children aged 7-17 whose parents are going through cancer.

Purpose: An opportunity for children going through similar journeys to spend time with each other by socializing, hiking, zip lining, climbing walls, singing around a camp fire, eating, and much more. Kids being kids!

SunHaven Campers 2016

Location	Total Campers
Calgary/Area	89
Edmonton/Area	10
Central Alberta	8
Southern Alberta	12
Northern Alberta	3
Totals	122

Family Camps

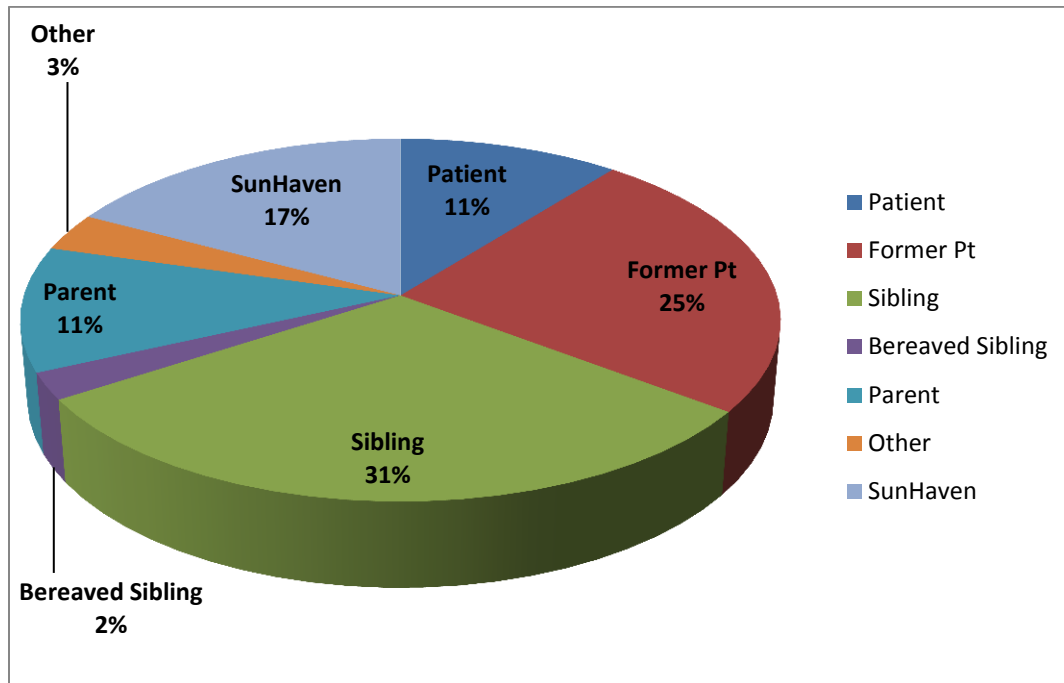
Each spring and fall, our Family camps give kids a chance to get outdoors, get silly and have fun, while parents find quiet time to relax and connect with other parents. They have a chance to gather around the campfire, experience the thrill of the giant swing, enjoy delicious food and create lots of laughter and memories.

Three family Camps were held in 2016, with one of the camps dedicated to bereaved families. Our Spring Camp, held June 3 to 5, attracted 19 families with a total of 75 participants. Six of those families came from the Edmonton and surrounding area. Our Fall Camp (October 28 to 30) saw 18 families join us with a total of 67 participants and two families from Edmonton. Our Bereaved Family Camp took place May 13 to 15 with eleven families taking part, one from the Edmonton area.

“Camp is awesome! I really feel part of a community of kids just like me and without sharing our stories we understand each other. I do not feel this way anywhere else. Camp just lets me be me and challenges me to be better. As a survivor (5 years) it is so encouraging for me to be around other survivors.”

- camper and cancer survivor

Camper Status



Our summer camp programs are focused on serving kids with cancer, their siblings and bereaved siblings. The exception is our SunHaven camp that serves kids who have a parent diagnosed with cancer. Our family camps also support this mission. The above chart demonstrates that nearly one third of our campers are in treatment, recently out of treatment or in remission when they attended one of our camps.

Financial Information (Based on 2015/16 Audited Financial Statements)

In 2015/16, Kids Cancer Care's operating expenditures on our Camp Program including summer camps, family camps, and weekend Teen Leadership camp totalled \$1,130,285. We have established a formula to calculate the cost per camper per camp. Specific costs of each camp are first separated from the total operating expenditures. The balance remaining after excluding volunteer and staff training costs is then allocated to each camp. The allocation is done on a weighted average based on the percentage of specific camp costs relative to total camp costs and camper days per camp relative to total camper days.

For 2015/16 the average direct cost per camper for a five day residential camp program was \$1,602.

We have also calculated the full program cost which includes allocations for administration and finance, communications and marketing, and volunteer costs attributed to camp based on the allocation method previously described. Each of these functions is critical to the effective and efficient operation of our camp programs but are budgeted and accounted for separately from our Camp Program. We have not included the cost of fundraising as we would have to separate designated and undesignated camp

donations and activities, which is very challenging to do. We have also taken out any direct costs related to running our camp rental program from this calculation.

For 2015/16 the average full program cost per camper for a five day residential camp was \$2,479.

The calculation of average direct cost and full program cost per camper does not include any costs related to capital additions or replacement.

If not for you ...

We are extremely grateful for Coast to Coast Against Cancer's investment in our camp programs along with the support you provide to our research program through the Sears National Kids Cancer Ride and to our education and scholarship program through The Inside Ride.

We welcome any questions you may have regarding the impact your support has created for kids with cancer and their families.

With our sincere thanks and warmest personal regards,



Christine McIver, M.S.M., LLD (Hon), CFRE
Founder & Chief Executive Officer