

Camp Quality Key Messages, 2016



About Camp Quality

Camp Quality is Australia's most trusted children's charity*. Our purpose is to create the best quality of life for every child in Australia who is living with cancer.

We provide essential services to kids with cancer aged 0-13 and their families. We also support children who have a parent or sibling with cancer.

We're there through every stage of the cancer journey from diagnosis, treatment, remission as well as through the heart-breaking case of bereavement. We help at school, at home, in hospitals and out in the community.

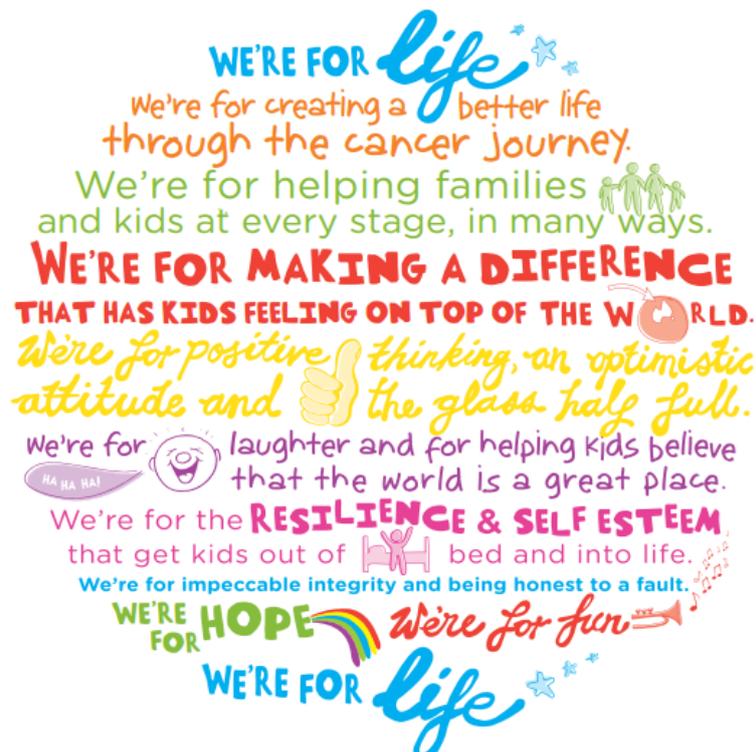
Our unshakeable passion for positivity forms the foundations of everything that we do. We believe in the power of positive psychology to build optimism and resilience.

We believe that laughter is the best medicine.

As a not-for-profit charity, we rely heavily on the generosity of everyday Australians and corporate partners to keep our programs running.

*According to the 2015 AMR Charity Reputation Index, a yearly survey which measures the overall reputation of Australia's 40 largest charities <http://www.amr-australia.com/news/2015-amr-charity-reputation-index->

Our ethos



How we help - our programs

We equip kids and families who have been affected by cancer with tools that build optimism and resilience so that they may enjoy the very best quality of life. We believe in the power of **resilience building**, **optimism**, and that, outside of clinical treatment, **laughter is the best medicine**. Our entire suite of services reflects this ethos and all of our programs (listed below) come at no financial cost to our families.

Building resilience through education

Knowledge is power! We arm our kids with information about their diagnosis (or the diagnosis of a loved one) to dispel myths and address fears.

Primary School Education Program

Our vivacious and loveable puppets, Kylie, Dean and Melissa visit the primary schools of diagnosed children (or children who have a diagnosed parent or sibling) to dispel myths and misconceptions that are commonly associated with cancer. Performing at schools across Australia, Kylie, Dean and Melissa an interactive, engaging narrative that explains:

- The ins and outs of cancer
- Why their peer who has undergone treatment may look a little different (due to the side effects of chemotherapy)
- Why it's important to be supportive of their classmate who is either living with cancer or has a diagnosed parent or sibling
- That cancer isn't contagious, so it's ok to play

The show helps to reduce the likelihood of bullying, confusion, exclusion and anxiety—making the transition from hospital back to school a little less daunting. For children who have a family member with cancer, it helps them relate to their peers who gain an understanding of what their family is going through

Our Primary School Education Program is seen by an average of 223,435 people each year.

Our Kids' Guide to Cancer App

Our Kids' Guide to Cancer App is a world first, award winning app that supports kids who have a parent, sibling, friend, or loved one with cancer. It's a free, interactive educational program that answers the most common questions children have about cancer and how they can best support someone they love. The app is filled with age appropriate information about; cancer, hospitals, medicines, treatment and people who help. The app also features animated stories promoting peer support and understanding.

The Kids' Guide to Cancer App won "Best in Class" at the 2015 IMA Awards – their highest honour!

Building optimism through play

A cancer diagnosis tends to disrupt normalcy. Through our recreation programs, kids and families are empowered to have a normal day out, where kids can just simply be kids.

Our Camps

Our camps provide an essential break away from the stresses of a cancer diagnosis for both kids and their families. Kids experience time away from home that is centred on pure fun and optimism. Families get a break from the day to day stresses of treatment, which also allows for parents to reconnect and bond with siblings who often feel a little neglected. We also provide the opportunity for kids and families to form life-long friendships and support networks. We connect people who are going through similar situations and who are at varying stages of their cancer journey. Our camps range from kids only **Mini Camp** to **Junior Camp** and **Middle Camp**. We also run **Family Camps** that cater to the entire family.

12,000 family members were supported by Camp Quality programs in 2015.

Fun Days and Family Experiences

Fun Days and Family Experiences provide an escape from day to day trauma, bringing back a sense of normalcy to families. Creating memories outside of invasive treatments, families are able to reconnect and bond over joyful experiences.

Thanks to loyal donors, our generous sponsors and the energy and enthusiasm of our fundraisers and volunteers, Family Fun Days, Family Experiences and Camps are 100% free of charge to our registered families.

Laughter is the best medicine – how we help in hospitals

Our Child Life Therapy Program

Child Life Therapists distract a child from the anxiety, pain and trauma of a cancer treatment through structured play techniques. They teach coping strategies to children in hospital to help them manage their illness inside and outside of hospital.

In 2015, Camp Quality supported 6,800 play therapy sessions in hospitals across Australia. Qualified Child Therapists supported children with pain management and coping strategies to ease anxiety and phobia during treatment.

Our Family Liaison Coordinators

Our Family Liaison Coordinators play a huge role in building optimism. They're a friendly face that visits families in each of the children's hospitals in the country every single week to provide support to families in the early stages of their diagnosis

Camp Quality's Family Liaison Coordinators work across every paediatric oncology ward in Australia.

Our Puppets

Aside from visiting schools, our puppets Kylie and Dean also make hospital visits to kids at the bedside in hospital to distract from trauma and ease anxiety. When a

child is in isolation, the puppets will perform at the window, Often this is the only way of interacting and entertaining a child during their time in this space.

The puppets are a respite for families, allowing them to build happy memories and shift their focus away from cancer, even if only for a short time.

In 2015 the puppets made 280 hospital visits across the country

Facts and figures

Cancer

- Cancer is the second largest cause of mortality in children aged 0-14 years, second to injuries and poisoning.

Sourced from: Australian Government Australian Institute of Health and Welfare Website.

Camp Quality

- 12,000 family members were supported by Camp Quality programs in 2015.
- Our Primary School Education Program is seen by an average of 223,435 people each year.
- The Kids' Guide to Cancer App won "Best in Class" at the 2015 IMA Awards – their highest honour!
- Camp Quality is Australia's most trusted children's charity, according to the 2015 AMR Charity Reputation Index, a yearly survey which measures the overall reputation of Australia's 40 largest charities.
- Over 2,500 people volunteer with us nationwide and Camp Quality employs just over 100 paid staff members.
- Volunteers donated approximately 300,000 hours to Camp Quality in 2015
- Camp Quality's Family Liaison Coordinators work across every paediatric oncology ward in Australia.
- Camp Quality currently funds Child Life Therapists in oncology paediatric wards in NSW and VIC.
- In 2015, Camp Quality supported 6,800 Child Life Therapy sessions in hospitals across Australia. Qualified Child Therapists supported children with pain management and coping strategies to ease anxiety and phobia during treatment.
- In 2015, Camp Quality puppets made 280 hospital visits across the country

For more information, please contact:

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