



CAMP QUALITY: WHO WE ARE

Camp Quality believes every Australian child impacted by cancer - be that their own diagnosis or the diagnosis of someone they love - should have every opportunity to thrive. We do this by providing innovative programs and services to develop life skills and strengthen the wellbeing of children aged 0 - 13 growing up with cancer, and their families.

- Camp Quality supports children impacted by cancer - be that their own diagnosis or the diagnosis of someone they love (parent, carer or sibling).
- We are there for children and their families from the first experience of cancer through every stage, from treatment to remission and in the case of bereavement - in hospital, at home, at school and away from it all.
- Our belief in the proven principles of positive psychology forms the foundations of everything we do.
- We believe laughter and optimism are essential to help our kids and their families not only cope, but thrive.
- Camp Quality is a registered, not-for-profit, children's cancer charity which has been operating in Australia since 1983.
- At Camp Quality, we rely heavily on the generosity of everyday Australians and corporate partners to keep our programs and services running.
- Our organisation does not currently receive any substantial financial support from the Australian Government nor any State or Territory Government, yet our services are provided completely free of charge, right across the country, to whoever needs them.

Where does the money esCarpade raises go?

A cancer experience places enormous physical, emotional and financial stress on families. Your money goes towards the delivery of our programs and services,

which are designed to meet the specific wellbeing needs of children (0-13 years) growing up with cancer, and their families, free of charge.

Camp Quality Programs

In hospital

Our Family Liaison Coordinators Camp Quality Family Liaison Coordinators visit children's hospitals around the country every week with a friendly face, introducing families to our services and encouraging access to the programs that meet their needs.

Our Puppets, Kylie, Melissa and Dean visit children at their hospital bedside to distract them from trauma, ease anxiety and make them laugh.

Our Child Life Therapists transform the terrifying experience of treatment by empowering children growing up with cancer in hospital.

The Beads of Courage program which Camp Quality funds at Sydney Children's Hospital, Randwick uses unique beads to track each procedure of a child's cancer experience.

At school

Our Primary School Education Program puppet show visits the primary schools and pre-schools of children diagnosed with cancer, and children who have a diagnosed parent or sibling, free of charge across Australia to teach them about cancer.

At home

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.

Away from it all

Our Camps provide kids and their families impacted by cancer with a vital break to strengthen their wellbeing and boost their support networks. Medical volunteers are on hand to ensure children's health needs are always met. We run Kids' Camps and Family Camps in every state.

Our Fun Days and Family Experiences give families impacted by cancer the chance to reconnect and create memories outside hospital.

Our Retreats offer families a safe space to retreat together at Salamander Bay (NSW) and Warrnambool (VIC) and West Beach Caravan Park (SA).

CAMP QUALITY 2016 STATS

- **Almost 7,000 kids** (6,911) 0 -13 impacted by cancer, whether their own diagnosis or that of a loved one were supported by Camp Quality programs and services.
- **Over 160,000 students** (161,119) watched Camp Quality's Primary School Education Program puppet show at over **1,000 school shows** (1,017).
- **Almost 4,000 Child Life Therapy sessions** (3,978) were funded by Camp Quality in hospitals across NSW and Victoria.
- **40 Kids' Camps** were held across Australia, attended by over **1,200 kids growing up with cancer** (1,248).
- **Over 50 Family Camps** (51) were attended by **over 450 families** (468) families impacted by cancer.
- **Over 300 hospital visits** (312) were made by Camp Quality puppets across the country.
- **Over 200 bereaved families** (212) were provided with supportive programs and services.
- **Over 1,200 families** (1,217) enjoyed Fun Days and **over 1,800** (1,815) went on a Family Experiences.
- **Over 1,400 people volunteer** (149) with Camp Quality nationwide.
- **Over 75 families** (78) impacted by cancer enjoyed Camp Quality retreats.

Camp Quality esCarpade KEY MESSAGES

What is Camp Quality esCarpade?

Camp Quality esCarpade is a week-long motoring adventure fuelled by fun, mateship and laughter! Along the way drivers (esCarpadians) and the Camp Quality Puppets stop at local schools to create supportive school communities for children growing up with cancer.

The wacky esCarpade family are a bunch of dedicated and hard-working fundraisers who spend all year raising money to attend the event.

Tips to remember

- The cause you're driving for; **to help Camp Quality give every Australian child impacted by cancer every opportunity to thrive.**
- When you're speaking to the public or media about esCarpade, you're representing Camp Quality. **Don't use obscenity, or engage in any conduct that is disrespectful to other people or the Camp Quality brand.**
- Try to avoid using words such as **Rally, Race, Bash**, we are focusing on our point of difference from other similar events, and would like to focus on esCarpade being **a motoring adventure.**

esCarpade 2016 statistics

- We celebrated 25 years.
- Raised over \$1.3 million dollars.
- 85 esCarpade cars travelled 2,211km's.
- 220 esCarpadians.
- 13 towns visited along the way.

2017 will be bigger and better than ever, with a goal to raise \$1.4 Million to give more Australian children impacted by cancer every opportunity to thrive.