



KEY MESSAGES

SHORT

Camp Quality brings positivity, fun and laughter back into the lives of kids facing cancer.

Our services and programs help families build optimism and resilience through community, education and fun. We are there for kids (0-15) dealing with their own cancer diagnosis, or the diagnosis of a sibling or parent, every step of the way.

We're proud to have improved the quality of life for kids impacted by cancer, and their families, for almost 40 years.

VERY SHORT

- Camp Quality brings positivity, fun and laughter back into the lives of kids impacted by cancer.
- For almost 40 years, Camp Quality has improved the quality of life for kids impacted by cancer, and their families.
- Camp Quality services and programs help families build optimism and resilience through community, education and fun.
- Camp Quality delivers cancer support services and programs for kids (0-15) and their families, at every stage of the experience.

TAGLINE

Laughter is the best medicine.

MEDIUM

Camp Quality brings positivity, fun and laughter back into the lives of kids impacted by cancer.

Our services and programs help families build optimism and resilience through community, education and fun. We are there for kids (0-15) dealing with their own cancer diagnosis, or the diagnosis of a sibling or parent, every step of the way: in hospital, at school, online, and away from it all at our camps and retreats.

We rely almost entirely on the generosity of everyday Australians, major donors, corporate partners, and trusts and foundations, to help us provide our services and programs free of charge.

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LONG

Camp Quality brings positivity, fun and laughter back into the lives of kids impacted by cancer.

Our services and programs help families build optimism and resilience through community, education and fun. We are there for kids (0-15) dealing with their own cancer diagnosis, or the diagnosis of a sibling or parent, every step of the way: in hospital, at school, online, and away from it all at our camps and retreats.

Child Safety is of the highest priority at Camp Quality and we have held a National Safeguarding Children's accreditation with the [Australian Childhood Foundation](#) (ACF) for 14 years (since 2008).

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Camp Quality is proud to have improved the quality of life for kids impacted by cancer, and their families, for almost 40 years. We are able to do this with the help and support of our passionate team of over 1,000 volunteers.

ABOUT CAMP QUALITY SERVICES AND PROGRAMS

PROGRAMS

Our programs provide fun, education and community through Camp Quality-run events, available via booking

Camp Quality Recreation Programs give kids and their families a break from cancer and a chance to reconnect away from it all at camps, retreats and events.

- **Kids' Camps**, for children diagnosed with cancer and their siblings, are filled with fun and optimism. It's a chance for kids to be kids again and make friends with other children who understand what they're going through.
- **Family Camps** enable the whole family to enjoy quality time together and reconnect. They are a chance to build a supportive community with other families facing cancer.
- **Kids Impacted by a Carer's Cancer (KICC)** programs include Kids' Camps, Family Camps and Family Fun Days for children 0-15 years dealing with a parent's cancer diagnosis.
- **Family Fun Days** and **Family Experiences** are one-day events that create happy memories not centred on illness.
- **Retreats** offer a precious break for families when group programs are not possible, and for families experiencing the toughest stages of the cancer experience, such as palliative care or bereavement.
- **Virtual Camps** are live-streamed, online entertainment experiences, bringing the fun of camp to kids isolated by cancer and their siblings.

Our Puppet Programs feature the Camp Quality Puppets at school, in hospital and online

- Our **Cancer Education Program** visits primary and preschools to deliver cancer education that dispels myths. Independent assessment shows that performances by the Camp Quality Puppets decrease bullying, absenteeism, and mental health issues.* Our **Cancer Education Digital Program** is available to schools via streaming platforms.
- **Puppet Playdates** are visits from our puppets to kids in hospital, providing therapeutic laughter and fun. **Puppet Digital Playdates** are online versions of these interactions live-streamed via a child's personal device.
- **Teacher Resources** include lesson plans and activity worksheets that continue age-appropriate cancer education after a Camp Quality Puppet school visit.

*Reference the KPMG report here and provide a link where possible

Hospital Programs at kids' bedsides

- **Child Life Therapists** provide medical play techniques that build understanding, resilience and empowerment to support kids undergoing cancer treatment.
- The **Beads of Courage Program**, at Randwick Children's Hospital and John Hunter Hospital, provides kids with unique beads to track their courageous cancer story.

SERVICES

Our services are digital resources and counselling, accessible whenever and wherever they are needed

Camp Quality digital resources and counselling service are available online, via apps and by phone.

- The **Parenting Through Cancer** website gives parents access to a supportive online community and useful resources. We also provide a free telephone **counselling service** for parents impacted by their own cancer diagnosis, or their child's.
- The **Kids' Guide to Cancer app** is a valuable tool for parents to help answer the most common questions children have about cancer in a safe, interactive and educational way.
- The **New Normal Navigator app** gives parents of diagnosed children the resources to help them adjust to 'a new normal' on returning home from hospital.
- The **Happiness Hub** section of our website is home to Camp Quality's exclusive kids' activities, stories read out loud, and cancer education puppet videos.

Camp Quality offers services and support in the heartbreaking case of bereavement and can also assist with funeral costs.**

**The amount provided to a family is assessed on a case-by-case basis and determined by specific financial circumstances.

Our Impact

Once again, we moved our support to where we could provide the greatest impact

Camp Quality's 2021 statistics

9,108 kids and **4,114 families impacted by cancer** registered for our services and programs.

1,122 volunteers were registered with us.

Happiness Hub attracted **51,000 unique visitors** and **400,00 people viewed our YouTube videos**.

Virtual Camps **384 kids** enjoyed our **6 interactive live-streamed camps**.

Parenting Through Cancer provided **311 hours of free counselling support** to parents following the launch of the service in April 2021.

Kids' Guide to Cancer After re-release in October, there were **1,250 downloads** of our educational app.

Cancer Education Program live-streamed shows began in schools mid-2021, and **1,568 students** watched one of **34 performances**.

Camp Quality statistics over the last five years

Puppet Playdates Despite COVID-19 restrictions, **1,192 hospital visits** were made by our puppets to paediatric oncology wards across Australia.

Child Life Therapists provided **5,289 hours of support at 5 children's hospitals** for kids undergoing cancer treatment.

Kids' Camps **4,449 kids** impacted by cancer attended **112 camps** across Australia.

Family Camps **1,694 families** impacted by cancer attended **159 camps**.

Family Fun Days **9,922 kids** and **4318 families** attended **193 days**.

Family Experiences **17,762 kids** and **8,978 families** enjoyed one of 730 experiences.

Cancer Education Program **515,970 students** watched our puppets perform at **3,472 schools and preschools**.

Retreats **557 families** had a break from cancer at one of our respite locations.

Current Australian cancer statistics

- In 2021 it was estimated **851 kids** aged between 0-14 years of age were newly diagnosed with cancer.¹
- Approximately **16,000 kids** faced a parent's or primary caregiver's cancer diagnosis.²

In 2020 and 2021, COVID-19 impacted the number of kids and families able to attend face-to-face programs. Our funds were redirected into increasing Child Life Therapy positions in hospitals from part-time to full-time, offering more Retreats, and providing digital services such as Virtual Camps, Puppet Digital Playdates and live-streamed Cancer Education Program shows.

¹ Australian Government – Cancer Australia website:

<https://childrenscancer.canceraustralia.gov.au/about-childrens-cancer/statistics-childrens-cancers>

² Canteen, 2022