

The

# Hope Love

# Joy

of Giving

**GOOD  
TIMES  
PROJECT**

2017 Annual Report



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## A Joyful Mission

When cancer becomes your world, The Goodtimes Project creates caring spaces for local families to connect and kids to be kids, through camps, events, and programs. We serve families throughout Western Washington and Alaska with a goal of providing cost-free programming to help them reconnect with a world beyond their diagnosis.

Our vision is that all families affected by childhood cancer will experience a community of hope, love, and joy.

Our signature events and programs are integral to bringing this vision to life:

- **Annual Goodtimes Wine Auction:** our largest fundraiser, in its 14th year
- **Drive-a-Thon:** a unique, race car inspired fundraiser and family event
- **Camp Goodtimes:** the resident camp of our dreams for ages 7–17, in its 34th year
- **Kayak Adventure Camp:** an ocean and camping adventure for survivors ages 18–25



Dear Donors and Constituents,

What a joy to behold! I am often struck by the gifts that we, as Board members and staff of The Goodtimes Project, have received this year through our affiliation with the greater Goodtimes community. We have had the honor to witness: the generosity of donors raising their paddles in memoriam of Will Krajewski at the Annual Wine Auction; the awe-struck faces of first time Camp Goodtimes campers gleefully running through the welcome gauntlet; and the gratefulness of parents/guardians entrusting their children into our care at camp and joining us on our Service Day as a way to give back. This is why I donate my time. This is why I give!

The impact of your own joyful giving made it possible for us to stay the course and continue to serve more than 130 families affected by pediatric cancer, and to expand our capabilities and intentions by growing:

- the Drive-a-Thon into a dual-purpose event that raised in excess of \$40,000 and captured the hearts of camper families, donors, and volunteers in attendance.
- the visibility of the opportunity to volunteer with Camp Goodtimes which resulted in the largest number of first-time staff applicants in our history—57 applied, and of those, 29 were hired.

With our eyes and minds looking forward into FY2018, our emphasis will be on growth. We have adopted a pilot-program philosophy which will allow us to try new things—scrapping what wasn't well received and recycling what was. These pilots will create new entry points to attract more first-time families, and offer existing families more year-round opportunities to connect. With growth, the need for joyful giving will remain. We remain committed to serving our community, and we hope you remain committed to providing us with the means to make that happen.

Our continued thanks for your generosity,

Laura St. Germain  
Board President





## Fundraising: How You Give

Financial support from donors like you makes everything possible. As a non-profit, we rely on the generosity of individuals, businesses, and foundations willing to put their trust in us to put their donations to good use. This year, you helped us raise \$597,643 through events, campaigns, and ongoing online giving. In turn, those donations act as the heart of all of our programs—making it possible to rent facilities, purchase activity supplies, hire volunteers, and launch new pilots.

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## Programming: How We Give

In our world, programming is defined by any event or gathering that engages our constituents, including kids, young adults, and families impacted by childhood cancer. All of our no-cost programs are designed to deliver a fun and joyful experience, as well as create opportunities for participants to build community. By participating in our programs, people build a rapport with our organization and choose to spread the hope, love, and joy.

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## Stewarding: How To Give

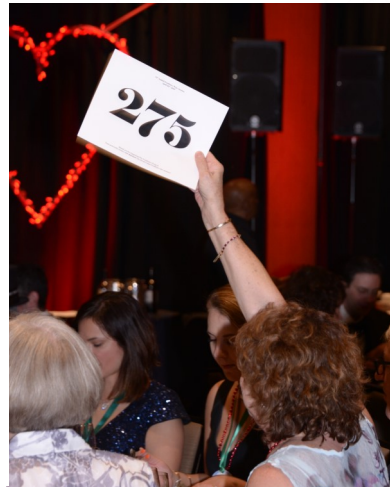
Giving is just part of some people's DNA. In addition to the major fundraising events that we organize—like the Wine Auction and Drive-a-Thon—many individuals/organizations take it upon themselves to steward our mission by hosting third-party fundraisers as another way to give. They set the parameters and organize the logistics to raise money and in-kind donations on our behalf. Their volunteer-based efforts have helped lead to our success.

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## Volunteering: How Others Give Back

Giving comes full circle when the participants of our programs choose to pay it forward by giving back. Many families encounter financial hardships when dealing with the realities of hospital bills, time off work, and medication costs, and are truly thankful for zero-cost programming opportunities. As a way to say thanks, they volunteer with us when an extra set of hands is needed.





# Fundraising

This year's fundraising story is all about growth, diversification, and efficiency. As was our goal, we strove to grow the amount that we brought in through each fundraiser. Donations at our major events and touch points showed a steady increase: Wine Auction up 5.2%, Drive-a-Thon up 26%, and Year-End Appeal up 178%. We also continue to believe that we need to diversify our income so that we aren't overly reliant on any one source. To this end, we partnered with organizations like Starfire Sports, Costumed Characters for Causes, and the Tacoma Firefighters to bring in a combined total of \$597,643. Finally, we improved internal processes and fortified our volunteer committees to streamline decisions and generate strong plans of action.

- **Wine Auction:** \$356,694
- **Drive-a-Thon:** \$53,911
- **Year-End Appeal:** \$25,141
- **Third-party Fundraising:** \$54,486
- **Other:** \$107,411

## Paddles for Will

At this year's Wine Auction our guest speaker, Joe Krajewski, spoke about the loss of his son Will, in August 2016, to osteosarcoma (a form of bone cancer) that had spread to his lungs. Joe shared that Will was a fighter who—though he needed to leave camp multiple times over the course of the week for hospital check ups and treatment—was bound and determined to attend Camp Goodtimes as a Leader In Training (LIT) with his posse of camp friends. He did, and it was beautiful. \$139,390 was donated at the ensuing Paddle Raise.





## Worth Quoting

“Our thanks for what all of you do could never truly be adequate. The boys always have an amazing time at camp, seem to enjoy it more each year, and both have expressed an interest in staffing when they get older. Camp Goodtimes is an amazing place simply because the dedication, enthusiasm, and compassion from the staff will not let it be anything but.” —John V., parent



# Programming

With year-over-year growth in donations, we believed it was time to begin our due diligence of determining how we could and should put our donor dollars to work by expanding programming beyond our long-term staples of Camp Goodtimes, Kayak Adventure Camp, and the Holiday Cruise. We assessed out internal areas of strength, catalogued what other resources and opportunities already existed, and broadened our mind power by launching a Programming Committee comprised of veteran camp volunteers, Board members, and camper parents.

Collectively, we created a roadmap for program growth and agreed upon a pilot-program strategy moving forward into FY2018. Our mandate is to create more year-round touchpoints with families, introduce ourselves to new families, and engage our community with a diverse array of free-of-cost programming opportunities.

- **Camp Goodtimes:** 220 campers · 142 volunteer staffers
- **Kayak Adventure Camp:** 8 campers · 3 volunteer staffers
- **Holiday Cruise:** 56 campers, parents, and volunteers





# Stewarding

While we host programming for families, kids, and young adults, a number of our supporters also organize events and gatherings to host their own friends, colleagues, and spheres of influence. Driven by our mission, individuals and organizations alike have made it their mission to help fund our camps, events, and programs that connect families and spread hope, love, and joy. Every fundraiser is unique and is the brainchild of that individual or organization. Once the concept is solidified, they work with us to approve language, discuss goals, market the event, and communicate donation totals. We are lucky to be chosen as the charity of choice for several medium-sized organizations, and the sole charity behind individually planned and operated grassroots events. In total, stewardship accounted for 8.3% of our FY2017 revenue.

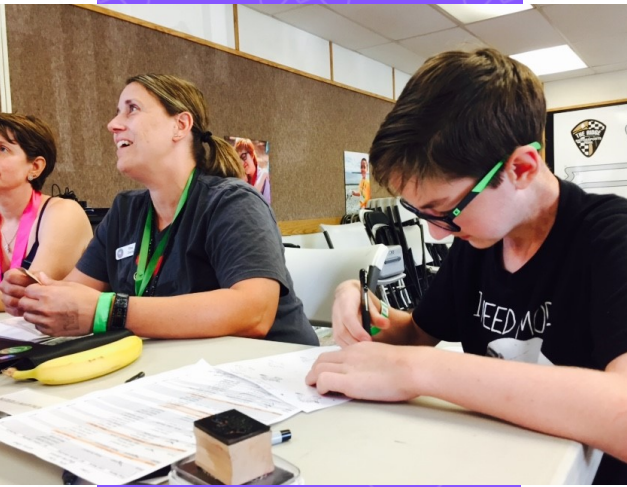
- **Bradley Backyard Benefit:** \$7,069
- **Zeta Psi—Zeta Games:** \$11,079
- **Costumed Characters for Causes—ComicCon:** \$6,838
- **Tacoma Firefighters Ball:** \$20,041
- **Jocelyn Coke's Good People, Good Times:** \$4,835

## Joie's Story

“This is my place [Camp Goodtimes]. I do not live here, in fact I'm only here once a year. But once I am here it feels like home, as if I have escaped into a magical world where I can forget my worries and just have fun along with other kids. This place comes with an experience that is heartfelt and worth my while. This is a place that is held in my heart very deeply, a place where kids of all types can feel like they belong, even though what has happened to them is extraordinary. It is a place where no matter who you are, you are important, your story is important.”

Joie is a 14-year old camper who raised and donated \$1,022 to The Goodtimes Project as a way to give back and support others.





## In Service to Camp

When you rent the camp facility you use to run your resident camp, it can create a unique opportunity to both get camper families involved and help maintain the space that is at the heart of camp. In partnership with Camp Burton, we hosted a Service Day on April 30, 2017 where projects included painting, landscaping, cleaning, raking, and rebuilding. The end result, camp was a better place for it!



# Volunteering

Volunteerism is a central component to our organization's success. With a paid staff of three individuals, we rely on 300+ volunteers every year to help us fulfill our mission. Volunteers assist as Camp Goodtimes staff, Wine Auction greeters, office assistants, check-in crew at the Drive-a-Thon, and everything in between. While the majority of those volunteers are supporters who may or may not have their own connection to cancer, a number of them come from closer to home—they are family members of a past or present camper who have their own ongoing cancer story. They are motivated to give back to the organization that devoted resources to them and see giving back as a way to pay it forward for the next family in need.

- **Service Day at Camp Burton:** 39 sets of hands
- **Emerald City ComicCon:** 12 individuals or families
- **Tacoma Firefighters Ball:** 4 current/former camp families
- **Drive-a-Thon:** 14 fast-and-furious enthusiasts
- **Camp Goodtimes:** more than 100 single-day volunteer helpers
- **Wine Auction:** 42 behind-the-scenes volunteers

# Statement of Operations

Ending September 30, 2017

## Revenue

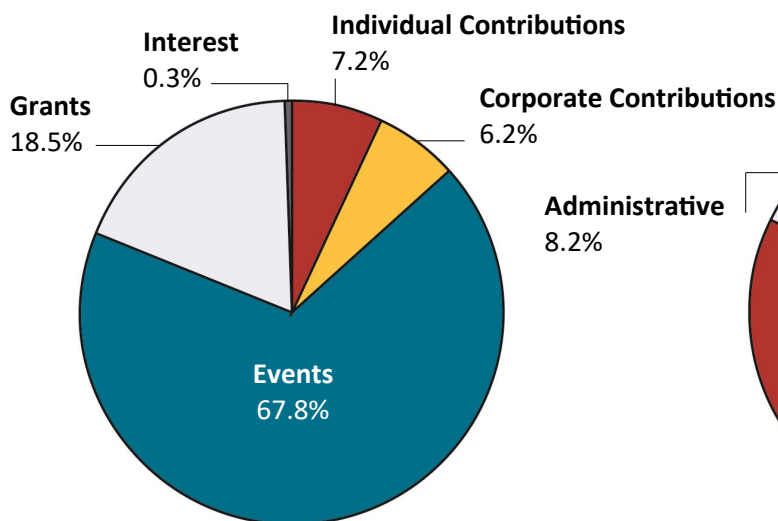
Individual Contributions	\$43,093
Corporate Contributions	\$37,226
Events*	\$406,328
Grants	\$110,996
<u>Interest</u>	<u>\$1,925</u>
Total Revenue:	\$599,568

*\*This total includes 3<sup>rd</sup> Party Fundraisers*

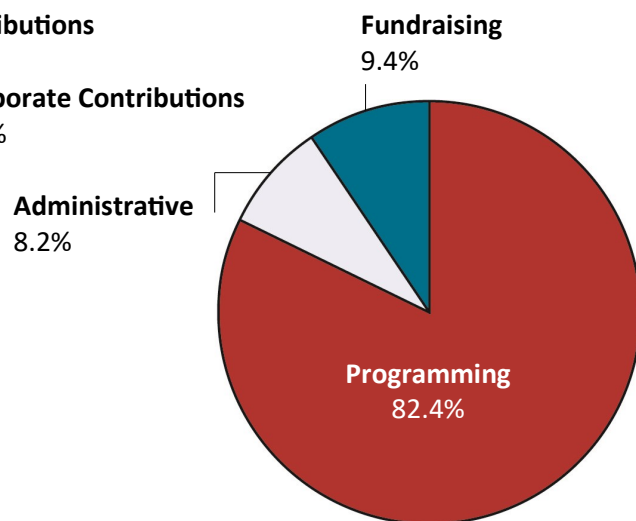
## Expenses

Programming	\$417,447
Administrative	\$41,545
<u>Fundraising</u>	<u>\$47,353</u>
Total Expense:	\$506,345
Net Surplus:	\$93,223

Revenue



Expenses



# Statement of Financial Position

Ending September 30, 2017

## Assets

Cash	\$918,137
Temporary Cash Investments	\$135,635
<u>Prepaid Expenses/Equipment/Receivables</u>	<u>\$32,425</u>
Total Assets:	\$1,086,197

## Liabilities and Net Assets

### Liabilities:

Accounts Payable	\$12,788
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### Net Assets:

Unrestricted	\$947,789
<u>Restricted</u>	<u>\$125,620</u>
Total Liabilities and Net Assets:	\$1,086,197

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## The Value of Volunteers

Full-time camp volunteer staff	145
Hours per volunteer (per week/camp)	189
Total full-time volunteer hours	27,405
<u>Value of a volunteer hour in WA state</u>	<u>\$30.46*</u>
Financial value of camp volunteers:	\$834,756

\*Source: Independent Sector, [www.independentsector.org/resource/vovt\\_details/](http://www.independentsector.org/resource/vovt_details/)





## In-Kind Donors

The following individuals and businesses gave in-kind donations, valued in excess of \$1,000, in support of our fundraisers and programming:

Argosy Cruises  
 Alaska Airlines  
 Kristine & Stan Baty  
 Martin & Emily Benning  
 Scott & Carol Bradley  
 Wes Clanton  
 Chad Crummer  
 Delta Air Lines  
 Dundon Motorsports  
 Fat Cork  
 Finn Hill Winery  
 Fred Hutch Employees  
 Gene Juarez—Northgate  
 Georgetown Brewing Co.  
 Great Northwest Wine  
 Jet City Improv  
 Steve Loeb  
 Dr. Jim & Sally Olson  
 Corlean & Jim Payne  
 Vik Salvey  
 Tacoma Rotary  
 Telepictures Productions Inc  
 The Goodtimes Project  
 Board Members  
 Tutta Bella Neapolitan Pizza  
 Preston Walls

# Those Who Gave

We can't do what we do without the generosity of our supporters who joyfully donated either monetarily or through their gift of time. We're thankful and appreciative for each of you. You made a difference. You've got heart!

## Monetary Gifts

### \$25,000–\$10,001

Martin & Emily Benning  
 Manny Chao  
 Firefighters Charity Fund  
 Pam Foster & Liz Austin  
 Glaser Foundation  
 Robert Jackson  
 Jay Goldberg Memorial Fund  
 KOA Care Camps  
 L. T. Murray Family Foundation  
 Luke & Tenneall Madsen  
 Seattle Foundation  
 Mark & Maggie Sneeringer  
 The Greater Tacoma Community Fund

### \$10,000–\$5,001

Tina Albertson & Reece Carson  
 Albertsons Companies Inc  
 Gail Aoki  
 Jonathan Aslin

Rich Baek  
 Corinne Barouch  
 Bellevue Rotary Foundation  
 Boeing  
 Barbara Carr  
 Costumed Characters for Causes  
 Wade & Judy Elliott  
 Tucker & Janette Garner  
 Georgetown Brewing Company  
 Mark & Pam Held  
 Ryan Jackson  
 Masco Petroleum  
 Matthew Austin Memorial Fund  
 Microsoft Matching Gift Program  
 Northwestern Mutual  
 Premera Blue Cross  
 Erica Sanchez  
 Patrick & Trista Payne  
 Georgann & Joseph Shiely  
 Starfire Sports  
 Stephanie Wade



Jill Waltersdorph  
Dan & Nicole Zinno

**\$5,000–\$1,001**

David & Katya Allen  
Dean Alms  
Anonymous  
Dr. Eric Bennett  
Scott & Carol Bradley  
Bremerton Sports Car Club  
Jennifer & Jerry Chiang  
Emily Clanton  
Kevin & Cary Clark  
Brian Cook  
Craig & John Darling  
Jolene Delbridge  
Thomas Duncan  
Lisa Ellis  
Sean Estrada & Brooke  
Krakora  
Leslie Felarca  
Keith Foe  
Fraternal Order of Eagles  
Port Orchard Auxiliary  
Allison & Jeff Friedrich  
Jake Garcia  
William Gould  
Rich Grutzmacher & Becky  
Morley  
Erik Halverson  
Tiffany Harmon  
Corrine Hoepfner  
Ken & Tova Hornung  
Michael Howe & Kristen  
Gillisse Howe

Geoff Hulten  
Zac Johnson  
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Steve Kerr  
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Callan Kosnik  
Courtney Koster  
Joe & Karen Krajewski  
Jennifer Krohn  
Jean Lee & Owen Gehrett  
John & Jill Leghorn  
Kimberly E. Loges  
Lisa & Ross Macfarlane  
Bill Mahoney  
Meg Hollis  
Stephen Marsh  
Dr. Kara & Matt Menzer  
Tim Miller  
Dan Nadig  
Curtis K. & Caddy Ohrt  
Kristin Oke  
Ben Oliver  
Victor & Bonnie Reddick  
Jocelyn Pain  
Emily Reiter-Sparks & Aaron  
Sparks  
Austin Ross & Kathy McKenna  
Scott Ruggles  
Meghan & Ryan Runge  
Lost Safety Team  
Saltchuk Resources, Inc.  
Jameson Schwetz  
Cynthia & Paul Scobee  
Seattle Children's Hospital

Seattle Police Employees  
Charity Fund  
Sarah Smith  
Brick & Megan Spangler  
Laura St. Germain & Cyrus  
Gorman  
Pete Stoppani  
Meghann Swenson  
Jon Tannesen  
Erin Cordry & Eric Hanson  
The KidStarter Project  
Gregory Pennington & Eb  
MacPherson  
T-Mobile USA, Inc  
Theodore & Louise  
Tochterman  
Astrid Uka & Bjorn Wissling  
UnitedHealthcare  
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Craig Walker  
Preston Walls  
Claire Verity  
Jonathan & Tiffany Werner  
Matt & Elizabeth Westphal  
Erin Wilson & Jennifer Allen  
Steven Wrenn  
YourCause LLS Trustee for  
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**\$1,000–\$501**

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Amazon Smile Foundation  
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Eric & Jessica Aslakson  
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Meghan Barnes  
Andre Bearfield  
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Katherine Brye  
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Robert & Seda Lasnik  
Kristin LeBlanc  
Robert Lewandowski  
Randall Lewis





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 Jason Romine  
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 Seattle  
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 Jennifer Schwenker  
 Alyssa Shively  
 Emily Sneeringer  
 Jessica Spindel  
 Mike Stanwood  
 Sarah Swanberg  
 Trent Tam Sing  
 Megan Ruth Taylor  
 Eric Tinnell  
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 Ian Williams  
 Helmuth Woermann  
 Shannon Wolk  
 Lisa & Chris Wrenn

**\$500–\$251**

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 Matt Anderson  
 Almeera Anwar  
 Apple Inc  
 Gerald Badoz  
 Mike Ballantyne  
 Dan Beck  
 Matthew Befort  
 Bellevue School District  
 John R Benny  
 Greg Birch  
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 Brava's Pizza & Pasta  
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 Lori Burrows Warren  
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 Marcelino Villasana  
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 Debra Watt  
 Jordan Watt  
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 Norunn Wing  
 Cathy Wissmer  
 Kimberly Wolfe  
 Tyson Woods  
 Ellen & Doug Woolley  
 Monica Worthington  
 Kaz & Phoebe Yamamoto  
 Vivecca Yong Tim  
 Paula & Gary Yost  
 Stuart Young  
 Tyler Pichette  
 Emma Zimmerman  
 Alex Zulfer

## Gift of Time

Michelle Agnew  
 Lexie Aleshire  
 Zahra Ali  
 Jim Allen  
 Katya Allen  
 Elizabeth Anderson  
 Macormick Anderson  
 Nancy Anderson  
 Almeera Anwar  
 Charles Arrasmith  
 Jon Aslin  
 Assistance Dogs Northwest  
 Michelle Baker  
 Michael Balantine  
 Danielle Baldwin  
 Jackie Ballog  
 Ryan Barber  
 Meghan Barnes  
 Patricia Bartlette  
 Gretchen Batcheller  
 Ryan Batcheller  
 Katie Bauer  
 Kelli Bell  
 Bellevue Rotary  
 Martin Benning  
 Brittney Berthold  
 Stefany Blinn  
 Erik Boisen  
 Jared Bondeson  
 Boy Scouts, Troop 310  
 Carol Bradley  
 Richard Bradley  
 Scott Bradley

Ilima Brainard  
 Kelly Bremner  
 JoAnne Bridges  
 Rachel Bridges  
 Kristi Brown  
 Zachary Buck  
 Colleen Carette  
 Nathan Cathersal  
 Grace Chao  
 Anna Chiado  
 Reilly Christenson  
 David Christoson-Wolf  
 Emily Clanton Swafford  
 Delaney Clark  
 Selena Clem  
 Costumed Characters for Causes  
 Sean Cryan  
 Annie Davey  
 Nicole Davis  
 Shannon Deem  
 Joel Delacruz  
 Meshell Deleon  
 Catherine DeWine  
 James DeWine  
 Mackenzie Diekmann  
 Sarah Dietderich  
 Cassandra Docking  
 Bridget Dolan  
 Katie Dougherty  
 Paul Dudley  
 Alicia Dunham  
 Steve Dunham  
 Katie Dunne  
 Katie Durham  
 Matt Durham

Nancy Durham  
 Rob Entrekin  
 Sean Estrada  
 Kristen Feeney  
 Becky Felak  
 Stephen Felak  
 Leslie Felarca  
 Kalie Folk  
 Jane Fotheringill  
 Sierra Fuller  
 Melissa Gagner  
 Kate Gallacher  
 Peter Geoghegan  
 Alicia Gilman  
 Jessica Gilmore  
 Larry Goldberg  
 Amanda Good  
 Zachary Graling  
 Sandra Gran  
 Truitt Grant  
 Patrick Green  
 Aaron Greenmun  
 Becky Gregg  
 Barbara Gustafson  
 Diana Guy  
 Chelsea Hall  
 Max Hanson  
 Sheri Hay  
 Pam Held  
 Aspen Hildebrand  
 Elizabeth Hinson  
 Cory Hoepner  
 Jenna Horton  
 Ken Hunt  
 Emily Huston  
 Tadamasaba Iba





Veronica Jannetty  
 Tim Johnston  
 Katy Johnstone  
 Kendra Jones  
 Mallory Jordan  
 Michelle Juza  
 Larissa Kasnick  
 Lyndsey Kellar  
 Kevin Kenneally  
 Doug Kieper  
 Lindsey Kirsch  
 Alex Knipp  
 Courtney Koster  
 Brooke Krakora  
 Katharine Landahl  
 Victoria Lantz  
 Andy Lasnik  
 Alli Laurine  
 Cara Lillybridge  
 Robert Maañao  
 Luke Madsen  
 Emily Malik  
 Mama Pixie Face Painting  
 Mollie Mana'o  
 Kristina Markosova  
 Jacob McCann  
 Jo McNeal  
 Melissa McNeely  
 Meghan Means  
 Kara Menzer  
 Michael Merrifield  
 Torsten Mikkelson  
 Maurissa Moore  
 Ryan Moses  
 Mackenzie Mowry  
 Jessica Naehu

Anthony Nguyen  
 Hayley Nystrom  
 Kayla Obrycki  
 Ann Marie Ogle  
 Kristin Oke  
 Danielle Olson  
 Jordan Olson  
 Taylor Opitz  
 Rebekah Owens  
 Andrew Parisi  
 Gregory Pennington  
 Briana Price  
 Tom Pritchett  
 Stephanie Raper  
 Laurel Rech  
 Emily Redfield  
 Julie Rivers  
 Kathryn Robinson  
 Andrew Robles  
 Emily Rodriguez  
 Rogers High School  
 Angela Rose  
 Brady Ryan  
 Luis Salinas  
 Christine Schneider  
 Rebecca Schwartz  
 Jameson Schwetz  
 Chris Seavers  
 Laura Sechier  
 Marjorie Shea  
 Julie Shefchik  
 Georgann Shiely  
 Alyssa Shively  
 Jessica Silva  
 Brittany Skinner  
 Emily Smith

Rachel Smith  
 Maggie Sneeringer  
 Mark Sneeringer  
 Scott Snyder  
 Allie Spadaro  
 Jessica Spindel  
 Kaitlin Spratt  
 Thailan Springstead  
 Kabal Sriviboon  
 Laura St. Germain  
 Frank Stilwagner  
 Alex Stout  
 Andrea Stritmatter  
 Max Supler  
 Maxfield Supler  
 John Mark Swafford  
 Sarah Swanberg  
 Kelsey Swenson  
 Amani Taylor  
 Bailey Taylor  
 Christopher Thayer  
 Eric Tinnell  
 Gloria Tzuang  
 Russel Ulrich  
 United States Army Special  
 Forces—Lewis-McChord  
 Phil Vande Pol  
 Vashon Fire & Rescue  
 Vashon Water Sports  
 Elizabeth Westphal  
 Jack Wilbourne  
 Erin Williams  
 Marissa Williams  
 Elise Williamson  
 Kim Wolfe  
 Amanda Woolley

Elizabeth Worth  
 Brittney Wynn  
 Katherine Young  
 Rich Young  
 Amy Yun  
 AnnaLee Zenkner  
 Faye Ziegler  
 Hailey Zimmerman  
 Amber Zmuda

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## Our Pledge to You

In joyfully giving to The Goodtimes Project, you put your trust in us to create hope for the families, kids, and young adults that we serve. We promise not to break our pledge to you and will continue to diligently, lovingly, and enthusiastically serve our community in 2018 and beyond. As a fellow member of the Goodtimes community—and a person with a lot of heart—we ask you to join us in taking another pledge:

*I pledge to live life to the fullest,  
I promise to embrace the hope,  
spread the love,  
and feel the joy that is The Goodtimes Project,  
SNOJ!*

