About Kesem

Kesem supports children ages 6-18 through and beyond their parent’s cancer with free, fun-filled, creative programs and a lasting community. Kesem is the leading national organization dedicated to this unique population of children.

Since the organization’s founding...Kesem has provided more than 60,000 children with free, supportive, year-round services.

Why Kesem Matters

“Cancer has touched nearly every American family.”
- White House’s a Proclamation on National Cancer Control Month, 2023.

In fact, there are

5 million children
who are coping with a parent's cancer diagnosis.

That’s 1 in 15 children
at risk of experiencing increased anxiety, emotional isolation, loss of social interest, and/or feelings of hopelessness.

That’s why, at Kesem, we are committed to creating a world where every child who has a parent with a cancer diagnosis or has lost a parent to cancer is never alone.

Our free, year-round programming provides customized peer-to-peer support that builds resilience and empathy in the children we serve.
How Your Company Can Get Involved

Hands-On Employee Opportunities

1. **Pack Supply Kits:** We invite your employees to pack supply kits for our campers that consist of necessary items to ensure a safe and fun camp experience. We will provide you with a step-by-step process on how you and your employees can make an impact in our children’s lives through an easy, turnkey approach.

2. **Experience Camp Kesem in Your Workplace (Team Building Session):** We can come to you and conduct a Kesem Camp Hour - an in-person and/or virtual team-building activity for your staff members using key activities from Camp Kesem. Through this one-two-hour session, Kesem will share the magic behind their mission and programs and share ways to get involved in supporting this unique community. *incremental fee requested for event execution*

3. **Engage in Kesem’s Co-Hosted Content & Conversations:** Virtually or in-person, we provide customized content specific to your employees’ needs. Key programmatic opportunities include:
   - **Employee Resource Group Content** (e.g., parent-focused, family-focused, etc).
   - **Fireside Chats:** Hear from Kesem leaders and parents/employees facing cancer
   - **Kesem Camp Hour Session:** 1-2 hour custom team building experience for your employees *see description above*
How Your Company Can Get Involved

Hands-On Employee Opportunities

4. **Sponsor a Surprise & Delight Hour:** During our weeklong camp, we have daily activities for our campers, ranging from arts & crafts, swimming, cabin-chat time, s’mores making and more. Sponsor a session for our campers! Examples may include:
   - Providing funding or in-kind donations for a snack hour
   - Donating your goods at camp for a surprise and delight gifting moment for our campers.

5. **Engage with Kesem Through a Variety of On-the-Ground Events:** Kesem’s year-round in-person programs create opportunities for companies to engage with Kesem’s community of families, children, and volunteers. Host an event and open your workplace, storefronts, or venues to increase engagement and drive foot traffic. Or create “Suprise & Delight“ moments that integrate your brand and enhance these experiences. Opportunities include:
   - **Kesem Better Days:** Full-day in-person program offered multiple times a year for children and youth to gather, connect, have fun, and reflect on their experiences with parental cancer. *available in six markets*
   - **Kesem Gatherings:** Monthly, half-day in-person get-togethers for children and youth to cultivate relationships and have fun with peers in their community who are also experiencing a parent’s cancer. *available in seven markets*
   - **Kesem Friends + Family Days:** Our local Spring and Fall events full of activities, educational resources and community building. *available in all locations*
Virtual Employee Engagement

1. **Donate Now & Start Your Own Fundraiser:** [Click here](#) to create your own fundraising campaign! It is a quick, easy, and fun way to support Kesem!

2. **Volunteer at Club Kesem (a Virtual Cohort):** Join us and participate in an age-based national monthly cohort for youth impacted by a parent’s cancer to build connections and have fun with kids their age who are going through similar experiences. Volunteers can support through:
   - Back-end tech support
   - Share items, t-shirts, activities, etc.

3. **Become a Kesem Megaphone Partner:** See below for a full list of dates where your company can amplify our messaging by leaning into activation days and key moments throughout the year!

**INTERESTED IN DEVELOPING YOUR OWN OPPORTUNITY?**
LET’S GET CREATIVE! Reach out, and we’d be happy to chat about how we can best support your company and our mission, together!

Donation strongly encouraged with all engagement experiences
February 4, 2024 - World Cancer Day: 🌟 On #WorldCancerDay, [Your Corporation's Name] stands united with @KesemOrg to bring joy and support to children facing parental cancer. Together, we're creating a community that uplifts and empowers. 💙 Join us in making a difference and learn how you can get involved here.🌈 #WorldCancerDay #Kesem #CampKesem

February 9, 2024 - National Camp Day: 🌞 Happy #NationalCampDay! 🌟 As proud supporters of @CampKesem, [Your Corporation's Name] celebrates the transformative power of camp in bringing joy and resilience to children facing parental cancer. Let's continue to create moments and lasting memories together! Learn more and donate today. 💙 #CampKesem #EmpowerKids, #Camp, #KesemPartner

February 2024 - National Cancer Prevention Month: 🎯 This February, [Your Corporation's Name] stands with @KesemOrg in raising awareness for National Cancer Prevention Month. Together, let's empower families facing parental cancer with knowledge and support. Learn more and donate today. 💜🌟 #CancerPrevention #KesemSupports
Key Activation Moments Continued

- **March 20, 2024 - Campfire Day:** "🔥✨ Happy Campfire Day! 🌞 As a proud supporter of @KesemOrg, [Your Corporation's Name] invites you to embrace the spirit of campfires and make a difference. Wondering how to celebrate? Look no further—donate to Kesem or plan a surprise & delight moment for a magical summer at camp! Learn more about how you can get involved here 💙 #CampfireDay #SurpriseAndDelight"

- **April 23-29, 2024 - International Summer Camp Week:** 🌞 Embracing the joy of summer camps during International Summer Camp Week, [Your Corporation's Name] proudly supports @KesemOrg in creating magical experiences for children facing parental cancer. Together, let's celebrate the spirit of adventure and resilience! Learn more and donate today. 🌟 🌞💙 #SummerCampWeek #CampKesem

- **April - National Volunteer Month:** "🌟 This April, [Your Corporation's Name] celebrates National Volunteer Month with @KesemOrg! Join us in making a difference in the lives of children impacted by parental cancer. Explore the various ways you can lend a helping hand by checking out the menu of corporate options here: [Link to Kesem's employee engagement toolkit 💙🤝 #VolunteerMonth #KesemCares #ProudPartner
Additional Considerations

June 1, 2024
National Trails Day

June 2, 2024
Cancer Survivors Day

July 24, 2024
Camp Kindness Day

August 12, 2024
International Youth Day

August 30, 2024
National Indoor S'mores Day

August 2024
National Family Fun Month

September 5, 2024
International Day of Charity

September 11, 2024
9/11 Day of Service

October 10, 2024
World Mental Health Day

October 2024
Breast Cancer Awareness Month

November 2024
National Family Caregivers Month

January 2024
Children Impacted by a Parent’s Cancer Month

January 20, 2025
Martin Luther King Jr. Day

Click here to access our social kit for additional campaign content & storytelling assets.