

ROCHESTER ROTARY Sunshine CAMP WHERE KIDS HAVE NO BARRIERS TO FUN

100 YEARS 1922-2022



ROCHESTER ROTARY SUNSHINE CAMP IS CELEBRATING OUR 100TH ANNIVERSARY

DID YOU KNOW? The Sunshine Camp was originally located on 23 acres of land near Durand-Eastman Park when it opened on June 12, 1922. The camp relocated to its current 157-acre site in Rush in 1974. During its first summer, 60 children attended the camp; that number has grown to more than 2,500 children and young adults served each summer.

Rochester Rotary is excited and honored to be celebrating 100 years of the Sunshine Camp this year with fun events and celebrations all year long. You are an incredible part of our Sunshine Camp family and we want to give you the opportunity to be part of our anniversary celebration.

YOU CAN HAVE YOUR NAME OR LOVED ONE'S NAME PERMANENTLY DISPLAYED AT THE SUNSHINE CAMP WHEN YOU DONATE OR RAISE \$100. We are installing a historical mural to commemorate the 100th anniversary in the lobby of the dining hall. As part of the mural we will display the names of anyone who donates or raises a minimum of \$100 by August 31, 2022.

The top fundraisers will be entered into a drawing for a day a camp for you and up to 50 guests.

HOW TO PARTICIPATE

Visit bit.ly/3JiC2KZ

Click "I Want to Fundraise For This" (under the donation options) **OR** make your one time donation

Create your own account

Confirm creation of your own fundraising page

Personalize your page

- Add your name
- Add a note or short story about why you want to help raise money for the Sunshine Camp
- Set a fundraising goal (\$100 is the suggested goal and will give you the opportunity to put your name on the wall in the lobby of the dining hall at camp!)
- Add a profile picture (this can be a photo of you, you at camp, you and your friends, or you and your family!)
- If you would like to change the main large photo (called a Hero Image) that will show up on your donation page you will upload that next, if you don't want to change your photo the historical collage from the main fundraising page will be used as your default image.
- Click "Save"

Your fundraising page is ready to go!

- Click "Copy Link" or "Share This Page" for the options to email the link to your family and friends or to share on your social media pages.
- When you are reaching out via email or social media share your "why" – why are you helping to raise funds for the Sunshine Camp?

FAQ

- **When is the money due?** We are gratefully accepting donations from now through August 31, 2022.
- **Can we include a message or just a name?** Due to space limitations, we are only including names.
- **Can anyone make the \$100 gift to get my son/daughter's name on the sign?** Yes! Family members, friends, classmates, colleagues of parents—all gifts are deeply appreciated.
- **Will we be able to come to Camp and show our friends and family the sign with the donor names?** Yes, the sign will be unveiled this fall at the Camp. All campers, families, and staff will receive information about the event as it gets closer.
- **If someone wants to make their donation by check, who do they make it out to and where do they send it?** Checks can be made payable to Rochester Rotary Charitable Trusts, Inc. and mailed to our administrative office 180 Linden Oaks, Suite 200, Rochester, NY 14625. Please include the Camper or staff name to be recognized and "Sunshine 100" on the memo line.
- **What will my donation help to support?** Funds raised during this campaign will directly support the Sunshine Camp. From helping with maintaining and upgrading our accessible recreational areas of the facility to supporting Sunshine Campers who attend free of charge to their families.
- **How will I know who made a donation in my name?** You will receive a letter(s) letting you know who makes donations to your page or in your honor so you can thank them.
- **How will my name be listed?** When the donation pages close at the end of the summer we will be in touch with everyone who raised or donated \$100 (minimum) to confirm how you want your name displayed.

If you have any questions contact Heather Rossi, Director of Development, at heather@rochesterrotary.org or 585.546.7435 x203. The naming display and mural will be unveiled this fall!