



CAMP SUNSHINE

MICHIGAN

2025 ANNUAL REPORT

We're pleased to share the 2025 Camp Sunshine Annual Report. Thank you for the support and encouragement that made this year possible!

More than a list of numbers, 2025 was a year where we stepped forward in the spirit of BRAVE, our program theme. BRAVE is a mindset we claimed as we launched new programs, welcomed new faces, and came together as a courageous community. Being BRAVE means stepping into the unknown, taking on challenges, and staying open to growth and connection. In 2025, we lived that out in ways big and small.

We're thrilled to highlight the following new initiatives:

- We launched a new day program, Sunshine in the Snow.
- We hosted a bowling night for campers, volunteers, and families.
- We invested in higher-level training for our staff and volunteer leadership team, equipping them to better meet campers' individual needs.
- We partnered with Pioneer Resources to host a new day camp at Pioneer Trails camp.

Throughout the year, being BRAVE meant acknowledging our fears, leaning on others, and remembering that we are not alone. Thank you for the part you played in such an incredible year.

In gratitude,

Kathy Rohlman
Executive Director

CAMP SUNSHINE 2025 STATS

**\$2,335,764
ESTIMATED
IMPACT**

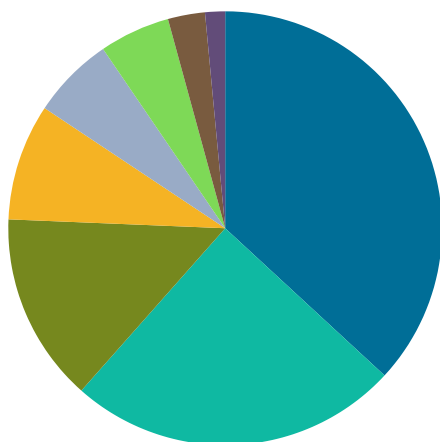
Our volunteers served 64,631 hours for an estimated financial impact of more than two million dollars!

**74 TRIPS DOWN THE
SLEDDING HILL**

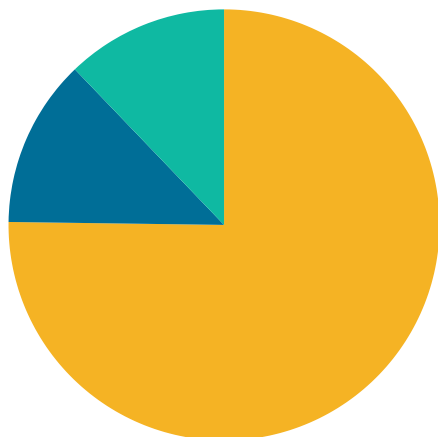
Every person makes a difference!
We're grateful for the time, talents, and energy of the 330 people who volunteered at Camp Sunshine in 2025!



TOTAL INCOME
\$550,453



TOTAL EXPENSES
\$429,943



Income Source	Amount
Individual Contributions	\$202,948
Program Fees	\$135,797
Fundraising Events & Product Sales	\$77,684
Corporate	\$47,838
Investments	\$33,779
Grants	\$29,000
Community Organizations	\$15,207
Endowments	\$8,200

Expense Source	Amount
Programming	\$323,393
Fundraising	\$54,233
Administrative Services	\$52,317