

Charming Wildflower Camper is Ready for College

Olivia Dube is a high school senior with a double-scoop of charm and an endless supply of enthusiasm. Her conversations are peppered with phrases like, "I love, loved it," "It was super awesome," and "I was truly happy." She has been a Wildflower camper for 5 years. Her mom connected with Wildflower shortly after Olivia's dad died in 2011. At the time, Olivia was 10 and her brother, Rex, was 7.

Even before Olivia's dad passed away, she had always dreamed of going to summer camp. When her mom, Carol, told Olivia she had heard about an organization that serves children who have lost a parent by matching them to their best-fit camp, Olivia was shocked. "I went from thinking I would never go, to getting to choose from 4 amazing options. It was crazy!"

"Thank you so much for giving me this opportunity. I am so happy that I was able to get to know and love such a wonderful subject, summer program, and college."

Since that first year, Olivia has been a Wildflower camper every summer, attending a favorite overnight arts camp deep in the woods of Maine. When asked about her camp experiences, Olivia responded in her typical distinctive style, "I love, loved it" from the very first day. "I stepped out of my comfort zone and chose a camp where I knew no one and I totally loved it."



At the end of each summer, Wildflower receives letters from many of our campers and parents. We always look forward to Olivia's letters, as they are rich with details and overflowing with her signature brand of energy. In this year's letter, Olivia wrote about the summer organic and biochemistry class she attended at Brown University, which was made possible by a generous Brown Partner Scholarship.

Olivia is applying to college now. She plans to study chemistry and is looking forward to the challenge and adventure that college promises. Wildflower is so proud of the inspirational young woman Olivia has become. We are quite certain she will be "super awesome" at whatever college she chooses.



CAMPER PROFILE

A Wildflower Camper Grows Up, Gives Back

Wildflower camper alum Eli Scribner-Moore is a recent Connecticut College graduate with a double major in Economics, International Relations and a minor in Hispanic Studies. He is working at CIBC Atlantic Trust Private Wealth Management in Boston as a performance analyst.

Successful and confident, Eli contacted Wildflower upon relocating to Boston after graduation. "I want to give back," he told us. True to his word, he has already grown into a valued volunteer, most recently as a Team Wildflower rider at the Rodman Ride. We are so proud of his accomplishments and look to the future with anticipation for all he has yet to achieve.

High-Impact Grants and Sponsors Support our Program, Brand, Expansion

Wildflower relies on the granting organizations and sponsors that fund our program and initiatives at the highest levels. We extend a heartfelt thank you to each of the organizations that supported us this year.



Campus Bound and Wildflower Collaborate to Offer College Planning Services to Wildflower Families

In response to our parents' feedback about other supports that would make a difference in their lives, Wildflower is offering a new service to our families with high-school aged children. In partnership with Campus Bound, a private college counseling service, we offer tuition-free programming and guidance to manage the complex college planning process.

Services offered in collaboration with Campus Bound, Eastern Bank, Apogee Camp and others include:

- College application preparation for students
- Financial aid tutorials for parents
- Information sharing about college-scholarship opportunities for children who have lost a parent

- Assistance for students interested in attending a college essay writing boot camp

This program evolved from comments made by Wildflower parents during our strategic-planning focus groups. Our first information sessions, focusing

on Financing College, took place in August. Our families loved the first session. One family wrote, "Thank you so much for helping us get (our son) back on track with his college applications." We're looking forward to great results from this new and innovative program.



Did you see our new website? Check it out at wildflowerforkids.org. Watch our beautiful new video: go to YouTube and search "Wildflower Helping Kids"

Reflections from our Founder

"Staggeringly wonderful!"

"A life saver"

"Helped my kids blossom"

"Changed my life; launched my child"

"Expanded my view of what I could do"

Our families are best at defining Wildflower! They shared these thoughts about what Wildflower has meant to them at focus groups that led to dramatic changes from our rebranding efforts. After months of planning, input from our families and partners as well as leadership from a remarkable team of volunteers, consultants, designers, staff and Board, I am enormously proud to present our new name, logo, brand, website and video. Whew!

The rebranding process has brought new life to our organization. It has been a catalyst for increased interest in what we do even prior to our public launch. It has retained a piece of our original name and married it to a tagline that is expressive of our mission and vision. Most importantly, it fits with our desire to expand our program and positioned us to better serve the children and families who are so in need of the unique and tailored services we have to offer.

We hope you take the time to visit our new website, watch our new video and make a donation in support of our deserving families.

Best wishes for a wonderful holiday season,

Cyndi Jones



MEETING WITH WILDFLOWER ALUM ELI AT OUR LEXINGTON OFFICE

OUR MISSION

Wildflower is dedicated to serving children and families who have experienced the loss of a parent. By providing the gift of camp and enrichment opportunities for children, as well as consistent support and respite for parents, families are able to strengthen their resilience and create positive opportunities for the future.

YOU CAN MAKE A DIFFERENCE

Your support of our program directly impacts the lives of our campers and families. Please give today! We rely on your generosity to fund our core program of helping children who have lost a parent through the gift of camp and ongoing services.

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