




wildflower

Impact
Report 2022

Table of Contents



01

Letter from the
Executive Director

02

Making an Impact

03

Impact by the
Numbers

04

Programs

05

Camp to College

06

Camp Partners

07

Where We
Traveled

08

Financials

09

Thank You
Supporters

Letter from the Executive Director

To our Wildflower community,

We are so pleased to present our first ever Impact Report. It is our goal to highlight the many ways Wildflower provides on-going support to bereaved children and families in the Greater Boston area. From a humble beginning, providing the gift of summer camp to 5 children in 2005, Wildflower has consistently grown and flourished. As you will see, we have increased not only the number of children and families served, but also the level of support provided.

The work that our small and very talented team is able to accomplish is only made possible through the efforts of a growing group of volunteers, generous donors, and granting organizations who have expressed confidence in our mission through their generous giving. That support has enabled us to give HOPE, our stated 2022 theme, to families who have experienced the traumatic loss of a parent. On behalf of our families, and those we have yet to meet, thank you for your interest and support.

Sincerely,



Audrey Loria
Executive Director



Making an Impact

Mission + Vision

Wildflower is dedicated to serving children and families who have experienced the death of a parent. We provide the gifts of camp, enriching experiences, and consistent, long-term support to help families strengthen their resilience and create positive opportunities for the future.

We envision a world where all children and families who experience the death of a parent receive the support they need to build resilience and to thrive.

Values

These core values describe the spirit of Wildflower. Staff, Board members, and volunteers incorporate these values in every interaction with all of our constituents.



DEI Commitment

Wildflower understands how devastating it is when the parent of a child dies. This burden falls disproportionately on some communities more than others. For some families, systemic racism, intergenerational trauma, as well as discrimination and marginalization based on other facets of identity, can compound the pain of early parental loss. These aspects of identity include but are not limited to race, ethnicity, gender identity or expression, sexual orientation, religion, age, neurodiversity, and physical disability.

We are committed to fostering diversity, equity, and inclusion (DEI) in our organization's efforts to support families through the experience of losing a parent. Wildflower works to ensure equitable access to our programs and is prioritizing organizational diversity across our staff, Board, and volunteers so that our community reflects the families we serve. In acknowledgement of our society's disproportionate injustices, historically and currently, against communities of color, Wildflower prioritizes racial equity in our approach.

Impact by the Numbers

63

families

\$184k

Wildflower scholarships

140

camp experiences

2574

days of camp

110

children

\$426k

total tuition relief

Programs

Wildflower provides the gift of summer camp and enrichment opportunities to children in the Greater Boston Area who have lost a parent. Our unique program provides opportunities for at-risk children to receive the incredible experience of summer camp, while also providing individually tailored support to the surviving parent/guardian. In 2022, our reach extended to the following towns:



Once a child becomes a Wildflower camper (as early as **age 5**), we support them and their family for as long as our assistance is needed, up to **age 18**, with the following services:

- Family Liaison support
- Camp selection support
- Tuition reduction advocacy
- Camp to College support
- Additional family programming
- Crisis intervention and referrals
- Emergency support and funding

Thank you for all your help and support. I know that without Wildflower's help, my kids wouldn't get to go to such wonderful summer camps. The work that you are doing is amazing. It's such a wonderful contribution to society.

– Wildflower mom of 2



Camp to College

As our Wildflower teens move beyond their camping years, we continue to support them through our college planning program, assisting them as they begin to navigate the college admissions process. We have partnered with **Apogee Adventures, Campus Bound, and Summit Education Group** to provide the following services:

- College selection services
- Essay prep and assistance
- ACT/SAT test preparation
- Financial aid counseling

Wildflower supported **9** campers who attend...

**BABSON
COLLEGE**



**THE GEORGE
WASHINGTON
UNIVERSITY**
WASHINGTON, DC

Simmons
UNIVERSITY

University of
Massachusetts
Amherst



THE UNIVERSITY
OF **TAMPA**



Camp Partners

Our camp partners play an integral role in renewing the promise of summer for children and families living with grief. The following camps partnered with Wildflower in 2022 by providing tuition reductions that, when combined with our scholarships, ensured that the camp experiences were feasible for our financially stressed families.

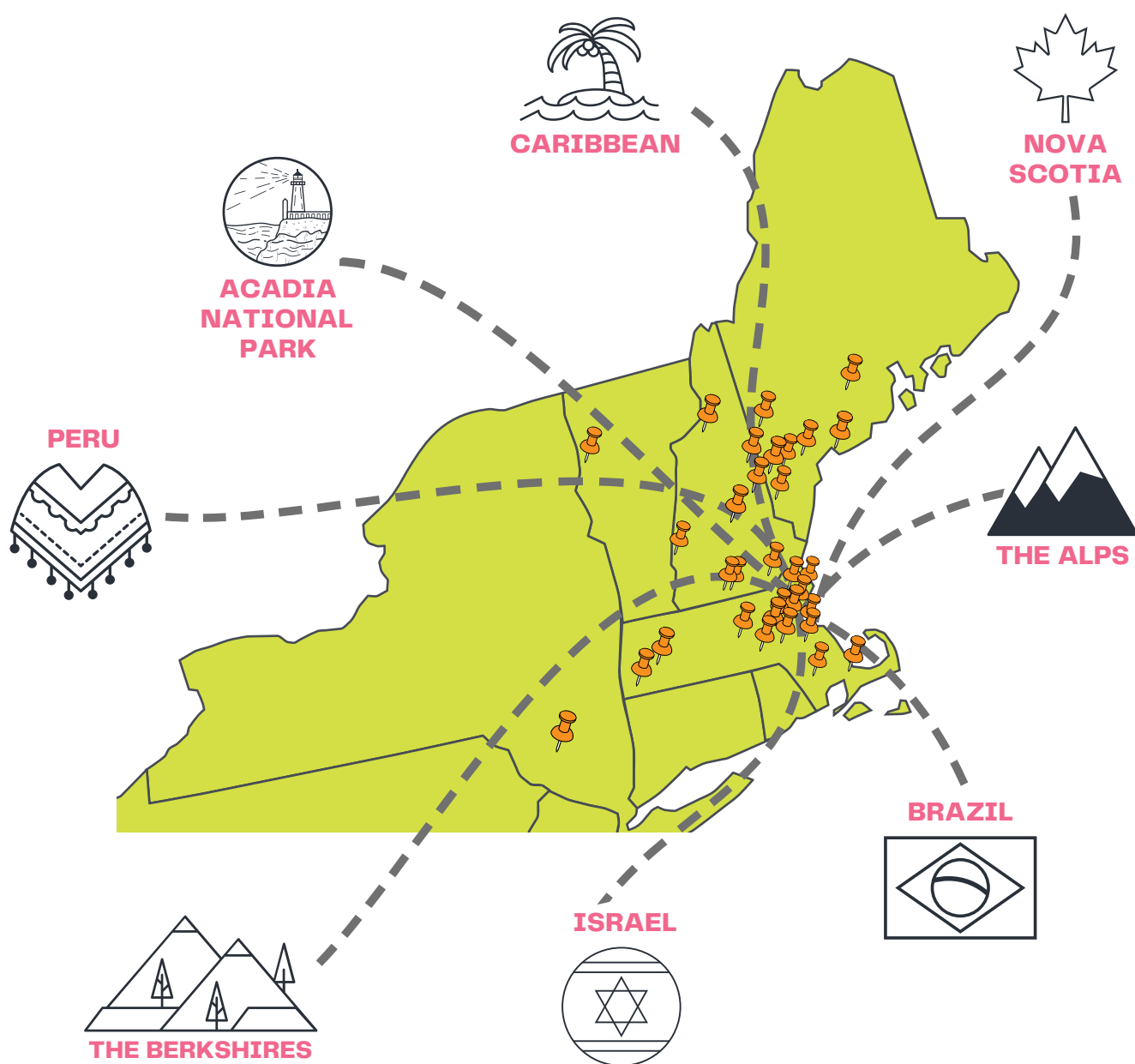
Apogee Adventures
Arlington Boys and Girls Club
AYF Camp Merrowvista
Beaver Summer Camp
Belmont Day Camps
Berkshire Running Camp
Birch Rock Camp
BEST Soccer
Boston Kroc Center
Cambridge Culinary School
Camp Bernadette
Camp Cobbossee
Camp Echo Bridge
Camp Hawkeye
Camp Howe
Camp Kabeyun
Camp Kippewa
Camp Micah
Camp Sewataro
Camp Starfish
Camp Tel Noar
Camp Tevya
Camp Thoreau
Camp Wigwam for Boys
Camp Waukeela
Camp Winaukee
Camp Woodhaven
Camp Young Judaea
Charles River Creative Arts Program
Danforth Summer Camp
Dexter Southfield Summer Camp
Eisner Camp
Elemen-Tree House
Empow Studios

Everwood Day Camp
EXPLO
Fessenden Summer Camps
Global Works
Greg Carter Hockey Camp
Gymnastics Express
JCC Camp Grossman
Kingsley Pines Camp
Let Go Your Mind
LINX Camps
Lynnfield Recreation (SOFA)
Maine Teen Camp
Mass Crease Goalie Camp
Medfield Parks and Recreation
MetroWest YMCA
Northborough Recreation
North Woods YMCA Camp for Boys
Old Colony YMCA
Our Lady of Assumption
Overland Summers
Pleasant Valley YMCA Camp for Girls
Pompositticut Farm Day Camp
SOCAPA Dance Program
Stage Door Manor
Summer at Park
Sweet Meadow Farm
URJ 6 Points Sci Tech Academy
URJ Israel
West End House Camp
West End House Girls Camp
West Suburban YMCA
YMCA Camp Burgess and Hayward
YMCA of the North Shore

Further support from the Department of Mental Health, Combined Jewish Philanthropies, and Jewish Big Brothers Big sisters helped make some of last year's summer camp dreams a reality.

Where We Traveled

We sent **110** campers to **81** different camps, including **8** unique travel and service programs.



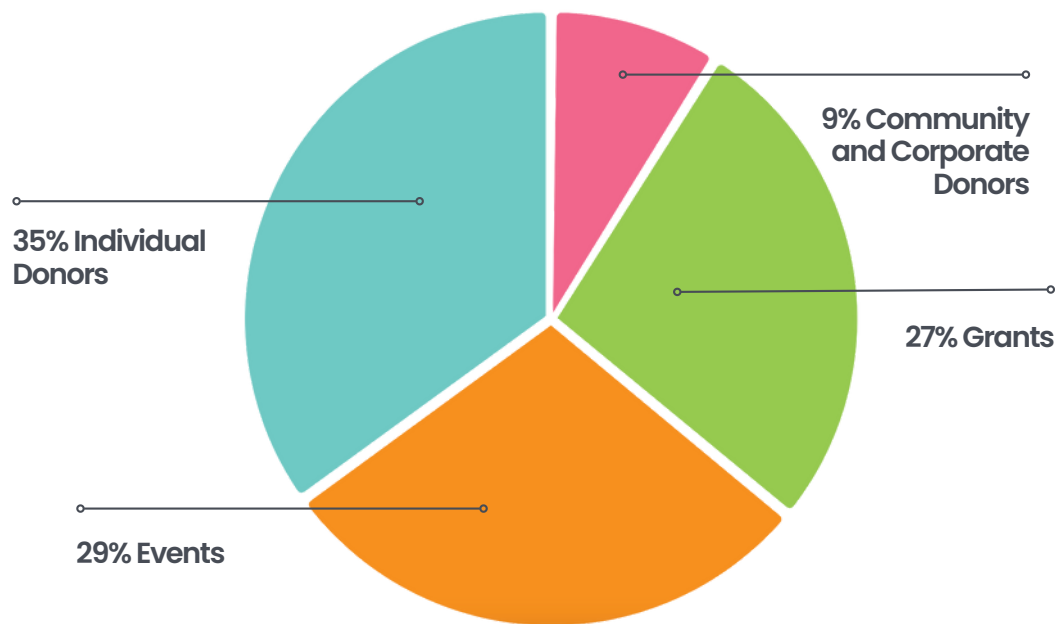
The work you do is so important in kids' lives and we're happy to get to help make some summer dreams a reality.

Kate Barnes
EXPLO

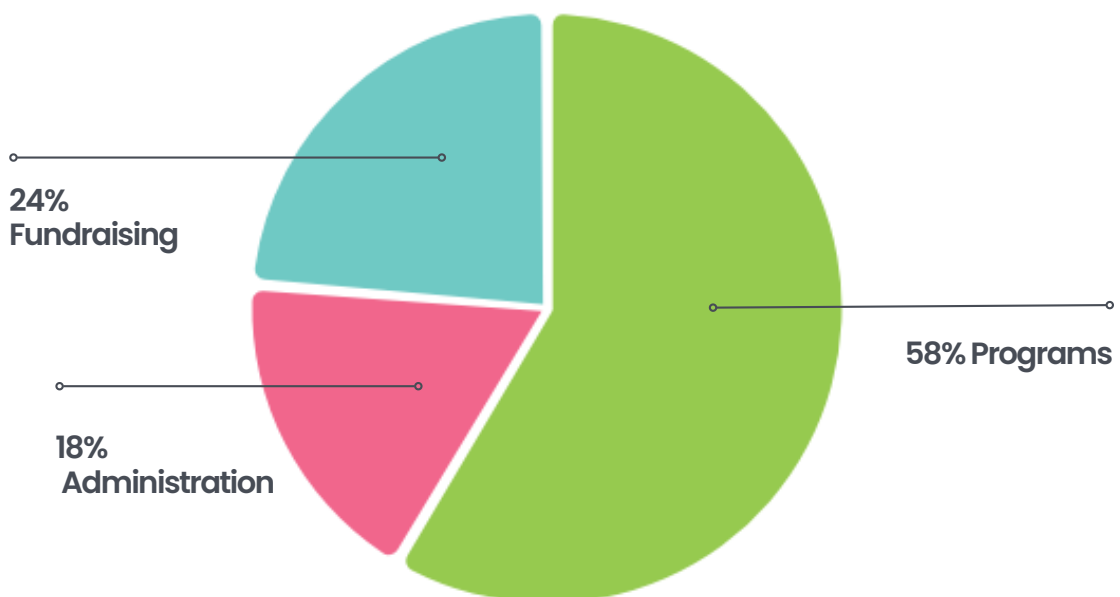
Financials

We believe transparency is key to maintaining a positive relationship with our supporters. Here are the 2022 finances highlighting funding and expenditures. For additional financial information, please visit our website.

Revenue



Expenses



Thank you to our supporters

Our on-going support to bereaved children and families is possible due to many generous donors and partners. The following individuals generously gave \$500 or more in 2022.

DONORS

Kenny and Susan Abrams ✧

*Nancy and Matthew Allen**

Dan Anderson

Sharon Austin

Lauren Baker

Jeff and Deb Baron

Ed Bell and Family ✧*

Don and Nina Berk

Barbara Berke ✧*

David Berman

Diane and Steve Boettcher

Stan Bornstein

Amelia and Stephen Boyle

Cindy Brandt

Nancy and Andrew Branz

Robert and Marilyn Brooks

Jesse Brown

Laurie Burt

*Stephanie Callen**

Jean Carabuena and Luigino Nascimben

Gregg and Laura Cohen

Mark Cohen and Margy Ringelheim

Marci and Michael Cohen

Mark Condon and Jean Hynes ✧

Carlos A. Cordeiro Family Trust ✧

Ceci and Eddie Cordeiro ✧

Elli and Cam Currie

Stephen and Kathleen Czick

Shondell Davis

Joseph D'Oronzio and Mary Herald

Jeanne and Mike DeSanto

Rob and Jolanta Eckert

Tom Engelman ✧

James Ferris

David and Steffanie Finn

Steve and Peggie Fischer

Mary Fournier

*Sue and Jim Freedman**

Michael and Linda Frieze

Michael and Melissa Gallagher

Marc Glassman

Jeffrey Goldberg

Goldenberg Solutions Group

Susan and Richard Grausman

*Arthur and Linda Greenberg**

Louis Grossman and Amy Gerson

*Group One Partners**

MaryLee and Gerry Halpin

Linda and John Harding

Amy and David Hearne

Kara Hines

Lawrence and Yvette Hochberg

Cyndi Jones and Steve Birnbaum ✧*

Marsha Jones and Gary Scardina

Reed Juckett and Lyndsay Paris

Bob and Barbara Kayne

Erin and Patrick Kent

Kristin and Joe Kinsella

Mike and Barbara Kiskinis

*The Kotler Family**

*Karen and Peter Kotzen**

Joseph Kozyra

Laura Krotky and Russ Sullivan

Elena and Mike Langlois

✧ Donors who gave \$5,000 or more

* Sponsor A Camper donors, a special group of donors who gave \$2,500 to support an individual camper.

Leadership Circle donors who gave \$1,000 or more



DONORS CONTINUED

*Helene and Mark Lapman**
*Nicole Leavenworth and Brett Levy**
Gail Levy ✧
Laraine and Jeff Levy
Lexington Knights of Columbus
Liberty Bay Credit Union
Jennifer London
Audrey and Michael Loria ✧
Lesley Margolis
Andrea and Jim Masterman
Gabrielle McFrane
Hope Mehlman
Gail and Andy Mills
Christine and Kirk Minihane
Melissa and Nicholas Mirick
Hillary and Jonathan Morris
Karen Novakoff
Paul and Bronson Oosterhuis ✧
*Bonnie Parri and Stephen Garanin**
Pike Family Fund
Connie and Warren Pinckert
Elisabeth Preis
Primrose School of Woburn
Arthur Rabe
Adam Rataj
*Bessye Bedrick Ravelson Fund**
Matt Ringelheim and Harriet Burrows
Mark Robart and Lisa Borinsky
Sharman Rosen
David and Lynne Rossman
Ginger Ryan

Janet and Colin Ryan ✧
Rachel Sarvey
Richard and Ellie Scherr
Deborah Shapiro and Steve Kaplan
*Phil and Rachel Sher**
Karen Siegel
Alan Silverman
*Rob and Jody Collins Skinner**
Margie Staub and Arthur Newberg
Crissy and Ted Straub ✧
Roz Switalski
*Amy and Barry Sylvetsky**
Kristen Szeman
Ginny Tang
Lisa Taylor
Cathy and Sandy Tierney
LeeAnne and Joel Toner
Lisa Tortolani ✧
Wendy Traynor and Hal Mason
Susan and Tom Turpin
Louise and Brett Van Gelder
Kevin Wall and Barbara Downey
Barry Weiss and Laurie Alpert
Kenneth Weiss ✧
Debbie Whitehill and
Howard Zaharoff
Denise Widman and Allan Lauer ✧
Kit Williams and Neil Diver
Madeline Wu and Jonathan Tang
Tsunako Yamazaki

I feel fortunate to serve on the Board of a group that truly has a positive lifelong impact on the lives of children and families who have experienced the loss of a parent.

– Dr. Robert Brooks, PhD



GRANTING ORGANIZATIONS

Agnes M. Lindsay Trust
Anonymous (2)
Cambridge Savings Bank
Cummings Foundation
DCU for Kids
Eastern Bank Foundation
The Hamilton Co. Charitable Foundation
Mary WB Curtis Trust

MassMutual Foundation
The Parmenter Foundation
Rockland Trust Charitable Foundation
The Sudbury Foundation
Target Corporation
TJX Companies, Inc.
Winning Home



Audrey Loria & Cummings Foundation
Co-Founder William Cummings (2022)

Cummings Foundation is proud to be a small part of your efforts to provide kids with meaningful and healing camp experiences after the loss of a parent. The real thanks, however, belongs to you and your team at Wildflower for all the important work you do.

Andrew Bishop, Grants Manager
Cummings Foundation

SPONSORS



BOSTON MERIDIAN
PARTNERS
BOSTON • SAN FRANCISCO



Thank you to Rodman for Kids for their continued support and partnership.

Thank you for your ongoing support



Ways to Connect

Click to follow us on social media:



Visit our website:

www.wildflowerforkids.org

Have questions? Email us:

info@wildflowerforkids.org



wildflower

271 Lincoln St. Suite 12
Lexington, MA 02421
781- 861-1413