



wildflower

Impact
Report 2024



Table of Contents

01

Letter from the
Executive Director

02

Board of Directors

03

Making an Impact

04

Impact by the
Numbers

05

Programs

06

Camp to College

07

Camp Partners

08

Where We
Traveled

09

Financials

10

Thank You Supporters

Letter from the Executive Director

Dear Wildflower Community,

Wildflower turned 20 this year. What a milestone, and what a journey it has been!

At our 20th Anniversary Gala, we gathered in celebration of the vision that started it all: Cyndi's belief that no child should navigate the loss of a parent alone. Her leadership gave us much to **celebrate** and together we raised an incredible \$180,000 that night to carry the vision forward.

Over the past two decades Wildflower has grown stronger because of people like you, those who **connect** deeply with our mission, who give generously, share your stories, and show up time and again. And it is because of your unwavering support that we are able to **continue** this vital work.

Whether you've served on our Board, joined a committee, supported a family, raised funds, or simply cheered us on, you are part of what makes this community so powerful. Thank you. You've helped make Wildflower what it is today: a lifeline for families navigating unimaginable loss.

I say this not only as Wildflower's Executive Director, but as a mother who has walked that road. I've experienced the heartbreak of losing a partner. I've watched my children grieve. And I know, deep in my bones, what a difference it makes when someone shows up and says, "you are not alone." This is what Wildflower does. Not just with summer camp, but with community. With consistent, caring support. With the space to heal, rediscover joy, and be a kid again.

In a world that feels increasingly uncertain, with political division, growing mental health needs, and families under mounting pressure, Wildflower remains strongly rooted in our values. We are proud to stand for diversity, equity, and inclusion, for the emotional and physical wellness of the children and caregivers we serve, and for a model of whole-family resilience that meets people where they are and helps them move forward, together.

So, as we celebrate 20 years, we invite you to celebrate our collective impact, encourage you to connect with us, and to continue alongside us in this mission. To deepen our support. To grow our reach. To ensure that every grieving child and parent who turns to us is met with strength, stability, and hope.

Thank you for being part of Wildflower's story and for helping us write the next chapter. With heartfelt gratitude,



Erin Lynch
Executive Director

Board of Directors

Thank you to our esteemed Board of Directors for their exceptional leadership and dedication. With your continued partnership, we are poised to reach new heights and make an even greater impact on the communities we serve.

Cyndi A. Jones, MSW, *Founder and Chair*

Gledia Agolli

Edward Bell

Steve Birnbaum, MD

Robert Brooks, PhD

Ceci Cordeiro, *Vice Chair*

Shondell Davis

Steven Fischer, *Treasurer*

Garey House

Abhishek Khatri

Susan Turpin

Debbie Whitehill, MSW, *Clerk*

Denise Widman

Roz Wong

Serving on the board of Wildflower has afforded me the opportunity to help children in need while also watching an incredibly talented team serve grieving families with compassion and care.

- Denise Widman, Board Member

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: 2024

64

families

\$190k

Wildflower scholarships

169

camp experiences

469

weeks of camp

108

children

\$486k

total tuition relief

Programs

Wildflower provides 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 2024, 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

Last summer was a dark time for [my son], but this one was filled with joy and light. Thanks for making that possible.

– Wildflower parent



Camp to College

We continue supporting our Wildflower teens as they move beyond their camping years through our college planning program, assisting them as they are navigating the college admissions process. We partner with **Apogee Adventures, Campus Bound, and Summit Educational Group** to provide the following services:

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

In 2024, Wildflower supported **8** campers in the Camp to College.

Our 2024 graduating seniors are now attending the following schools:



Camp Partners

Our camp partners play an integral role in renewing the promise of summer for children and families living with grief. We are grateful that many of our partners provide tuition reductions which, when combined with our scholarships, ensure accessibility for our financially stressed families. In 2024 our Wildflower children attended the following camps:

Academy MetroWest
AMC Family Adventure in Europe
Apogee Essay Writing
Arlington Community Education
Arlington Recreation
Beaver Summer Camp
Belmont Day Camps
Berkshire Running Camp
Boston Leadership Institute
Boyle's Gym
Bridger Ridge Farm
Broadreach Summer Programs
BU Terrier Camp
Buck's Rock Camp
Cambridge School of Culinary Arts
Camp at the Bridge Center
Camp Baker
Camp Becket
Camp Bernadette
Camp Burgess and Hayward
Camp Chickami, West Suburban YMCA
Camp Cobbossee
Camp Echo Bridge
Camp Foss
Camp Grossman
Camp Hawkeye
Camp Howe
Camp Kabeyun
Camp Kippewa
Camp Lavner
Camp Lawrence
Camp Marshall
Camp Med-O-Lark
Camp Micah
Camp Resolute Boy Scout Camp
Camp Rince Ceol
Camp Sewataro
Camp Squanto Boy Scout Camp
Camp Starfish
Camp Wigwam
Camp Winaukee
Camp Wing
Camp Woodhaven
Camp Yawgoog Boy Scout Camp
Camp Young Judaea
Capitol Debate
Cedar Hill Girl Scout Camp

Charles River Creative Arts Program
Chimney Corners Camp
Community Rowing, Inc.
Concord Academy Summer Camp
Dexter Southfield Summer Camps
Dream Big Hockey Stars
Elemen-Tree House
Elite Hockey Camp
Everwood Day Camp
EXPLO
Fessenden Summer Camp
Friends Camp
Greg Carter Hockey Camp
Harvard Secondary School Program
Hopkinton Summer Camp, Metrowest YMCA
ID Tech
JWU Providence Teen Culinary Camp
Kingsley Pines Camp
Kristine Lilly Soccer Camp
Land's Sake Farm Camp
Lillard Fly Fishing Expeditions
LINX Camps
Lynnfield Community Schools (SOFA)
Maine Teen Camp
Medfield Parks and Recreation
NEFC Residential Camps
NEOC
New Art Center
Norfolk Recreation
Odyssey Teen Camp
On Your Toes Dance & Theater Co.
Outward Bound, NC
Pequossette Summer Programming
Pleasant Valley Camp for Girls
Pony Farm Summer Camp at Touchstone Farm
Seacoast United Soccer Camps
Summer at Park
Tar Heel Gymnastics Camp
Teamworks Acton
Technique Swim Academy
Tufts Engineering
US Sports Camp
Viking Sports Camp
Watertown Basketball School
West End House Camp
West End House Girls Camp
West Coast Connections
Weston Recreation

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 **103** campers to **96** different camps.

7 Wildflower campers traveled to **8** unique destinations.

North Carolina
Montana

Netherlands
Switzerland
England
France
Spain

Costa Rica

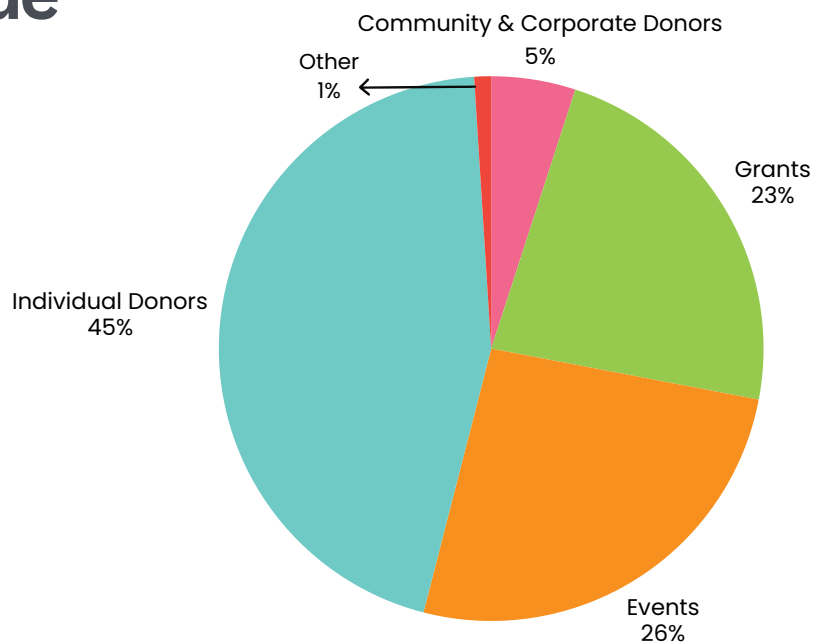
Costa Rica was truly an unforgettable experience, from swimming in the Pacific Ocean, to hanging out with my friends at a hotel, to aiding others in need by laying down concrete to build new floors and feeding endangered and injured animals at a sanctuary. One thing I learned is that community service can impact the world, not just a community.

Wildflower camper

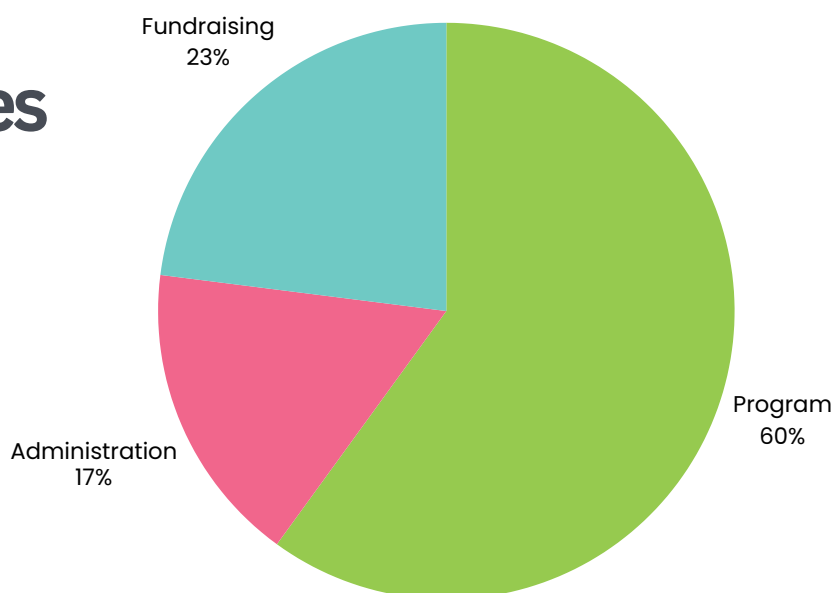
Financials

We believe transparency is key to maintaining a positive relationship with our supporters. Here are the 2024 finances highlighting funding and expenditures. For additional financial information, please [visit our website](#).

Revenue



Expenses



Thank you to our supporters

Our ongoing support to bereaved children and families is possible due to many generous donors and partners. The following individuals generously gave \$500 or more in 2024.

DONORS

Anonymous (2)

Victoria and Michael Abend

Kenny and Susan Abrams ✧

Nancy and Matthew Allen

Dr. Peter and Luanne Andreotti

Kristen Atwood

Sharon Austin

Howard Barnstone

Jeff and Deb Baron

Ed Bell and family ✧ *

Don and Nina Berk

Barbara Berke ✧ *

Emily Bernstein

Benjamin and Ashley Birnbaum

Diane and Steve Boettcher

Stan Bornstein

Todd Bowers

Nancy and Andrew Branz

Robert and Marilyn Brooks

Jesse Brown

Jalene Buckner

Timothy and Carrie Burr

Laurie Burt ✧

Greg Caiazzo

Camp Kennebec Alumni Fund ✧ *

Kim and Mike Cayer

Annie Clutz

Ronnie Cohen

Mark Cohen and Margy Ringelheim

Marigloria Colon ✧

Mark Condon and Jean Hynes ✧

Susan Condon

Ceci and Eddie Cordeiro ✧

Madeline Cordeiro

Patrick and Joyce Coughlan ✧

Elli and Cam Currie

Joseph D'Oronzio

Jay Doubman

Barbara Doubman

E. Murdoch Family Foundation

Ted Eagan

Tom Engelman ✧

Jennifer Eplett Reilly

Michael Faigen

Mary Faria

James Ferris

Steve and Peggie Fischer

Jay Fiske

Richard Flynn

Sue and Jim Freedman *

Friends of Camp Matoaka ✧

The Gabelli Family

Michael and Melissa Gallagher

Ingrid Geis

Brianna Gershkowitz

Richard Gesseck

Goldenberg Solutions Group

Arthur and Linda Greenberg ✧ *

Scott and Kristen Griebel

Christian Halby and Susan Schaefer Fund

MaryLee and Gerry Halpin

Linda and John Harding

Kara Hines

Carolyn Hintlian

Lawrence Hochberg

The Hursen Family *

✧ Donors who gave \$5,000 or more

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

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



DONORS CONTINUED

David Jennings
Cyndi Jones and Steve Birnbaum ✧ *
Marsha Jones and Gary Scardina
Brian Jones
Wendy Jones
Reed Juckett and Lyndsay Paris ✧
Randy Kansky
Melissa Kansky
Erin and Patrick Kent
Karen and Peter Kotzen*
Jim and Silvia Kyrios
Nicole Leavenworth and Brett Levy*
Gail Levy ✧ *
Wendy Li'Baohua
Jennifer London
Audrey and Michael Loria*
Nancy Lukitsh
Andrea Masterman
Kevin McCarthy
Gabrielle McFrane
David Miller
Karen Novakoff
Peter O'Hearn
Karen Packman
Bonnie Parri and Stephen Garanin ✧ *
Arthur Rabe
Bessye Bedrick Ravelson Fund*
Carol Repose

Matt Ringelheim and Harriet Burrows
Mark Robart and Lisa Borinsky
Sigmund Roos
Sharman Rosen
Eric Rosenthal
Cheryl Ross
Janet and Colin Ryan*
Rachel Sarvey
David Seltzer
Deborah Shapiro and Steve Kaplan
Andi and Doug Shaw
Karen Siegel
Andrew Silverman
David Stephens
Crissy and Ted Straub
Chris Suraci
Ginny Tang
Lisa Taylor
The Zachary Wall Fund
Cathy and Sandy Tierney
Lisa Tortolani ✧ *
Wendy Traynor and Hal Mason
Stephen Watson
Maria Weiss
Debbie Whitehill and Howard Zaharoff
Denise Widman and Allan Lauer ✧ *
Simon Wieczner
Roz and Gari Wong
Jules Zubrovich

While I started as a volunteer to just help in some way, I feel I've become an integral part of an organization with far-reaching implications for the futures of the families we serve, one in which all liaisons' ideas and opinions are sought and supported as families and Wildflower look ahead. The best part is seeing our families grow with us!

Ginny Tang, Family Liason



SPONSORS



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

THANK YOU TO OUR CORPORATE SUPPORTERS!

Charles River Associates

Intex Solutions, Inc.

JPMorgan Chase

Lexington Knights of Columbus

Old Westbury Golf & Country Club Foundation

Pilgrim Church of Duxbury

PJA Advertising

Stand Out For Good, Inc.

Watertown Savings Bank

GRANTING ORGANIZATIONS

Agnes M. Lindsay Trust

Anonymous

Community Foundation for Metrowest

Cummings Foundation

DCU for Kids

Eastern Bank Foundation

George Harrington Trust

The Hamilton Co. Charitable Foundation

Movement Mortgage

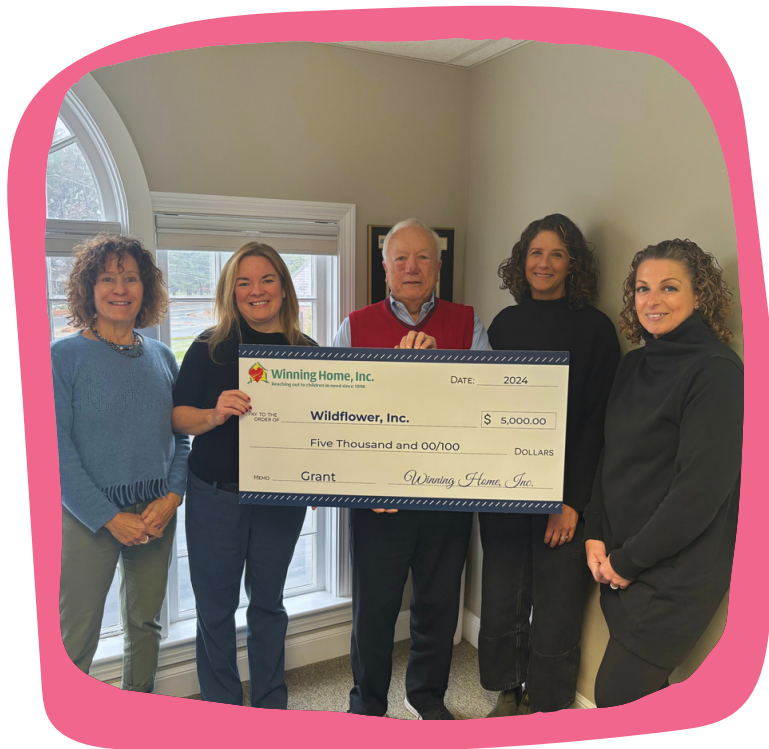
The Parmenter Foundation

Rockland Trust Charitable Foundation

The Sudbury Foundation

Wellesley Hills Junior Women's Club

Winning Home, Inc.



Winning Home Inc., awarding a grant to the Wildflower staff in November 2024

I've had the unique privilege of witnessing firsthand how Wildflower's mission transforms lives — not only for the children they support, but for the communities they become a part of, including ours.

Shannon Donovan-Monti
Chief Program Officer at Becket-Chimney Corners

Thank you for your ongoing support



Alumni campers Allie and Lily at our 2024 Spring Benefit at The Center for Arts in Natick

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