




wildflower

Impact
Report

2025

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,

As you read through our remarkable 2025 Annual Report, I hope you see more than numbers on a page. Behind every dollar raised, family served, and camp experience provided is a family navigating unimaginable loss. Wildflower stands at a pivotal moment to offer them a beacon of hope, a pathway to healing, and a chance to forge meaningful connections.

Your generosity and volunteerism make these priceless experiences possible.

Because of you, Wildflower continues to be a lifeline for grieving children and families during the critical period following the loss of a parent. This past year, we proudly celebrated 20 years of impact. Your support not only sustained our work — it helped usher in a new era of whole-family healing.

This milestone also marks a meaningful moment of transition. After nearly 3 years of dedicated service, Erin Lynch has stepped down from her role as Executive Director. Erin brought genuine care and deep gratitude to everything she touched — each family who walked through our doors, each volunteer who gave their time, and every moment that became part of Wildflower's story. We carry all she gave with us.

As I step into the role of Interim Executive Director, I carry with me the same love for this mission and an unwavering commitment to the families who trust us in their most vulnerable moments. Rooted in the institutional knowledge I've built over the last eight years, I am honored to help guide Wildflower into its next chapter — together with you.

This momentum extends to our Board as well. Cyndi Jones, our Founder and Board Chair, is concluding an extraordinary tenure after decades of visionary leadership and steadfast dedication. From the first scholarship awarded to the established organization we are today, her devotion has helped shape everything Wildflower is today. We are deeply grateful for all she built, and we celebrate this moment as a reflection of the strong, enduring organization she leaves behind. Wildflower is thrilled to welcome Carolann Danielczyk as Board Chair-Elect — a natural successor to Cyndi's legacy, whose vision, energy, and deep love for this mission will carry Wildflower boldly into its next chapter. The torch Cyndi lit, Carolann will carry forward, and those we serve will continue to be its light.

Thank you for believing in Wildflower and for standing beside families in their hardest moments. And thank you for making the impact reflected in these pages possible.

With deep gratitude

Diane Gardner
Interim 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*

Carolann Danielczyk, *Chair-Elect*

Ceci Cordeiro, *Vice Chair*

Steven Fischer, *Treasurer*

Debbie Whitehill, MSW, *Clerk*

Gledia Agolli Nasrah

Edward Bell

Steve Birnbaum, MD

Robert Brooks, PhD

Shondell Davis

Garey House

Abhishek Khatri

Susan Turpin

Denise Widman

Roz Wong

After losing my husband when my children were very young, Wildflower's mission resonated with me on a deeply personal level. I am passionate about the support, hope, and community it provides to families navigating loss. It's an honor to step into the role of Chair, and I look forward to helping Wildflower enrich the lives of as many families as possible.

Carolann Danielczyk, *Chair-Elect*

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: 2025

58

families

\$178k

Wildflower scholarships

150

camp experiences

434

weeks of camp

97

children

\$471k

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 2025, 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
- College planning referrals
- Additional family programming
- Crisis intervention and referrals
- Emergency support and funding

[My children] loved camp and they made unforgettable memories. There was something really special about the kind of experiences they had. Being away from home, meeting new people, trying new things all helped them grow in ways that are hard to replicate anywhere else.

- Wildflower parent



Camp to College

We continue supporting our Wildflower teens as they move beyond their camping years with college planning and preparation, assisting them as they are navigating the college admissions process. We partner with **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 2025, Wildflower supported **9** campers through Camp to College.

Our 2025 graduating seniors are now attending the following schools:



VILLANOVA
UNIVERSITY



 Washington
University in St. Louis


VIRGINIA TECH™

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 2025, our Wildflower children attended the following:

Academy MetroWest	Fessenden Summer Camp
American Dance Training Camp	Franklin Country Day Camp
Apogee Adventures	Georgetown University Hoya Summer H.S. Sessions
Arlington Community Education	Hanover Theater Summer Dance Intensive
Arlington Recreation	Hopkinton Summer Camp, Metrowest YMCA
Beaver Summer Camp	ID Tech
Belmont Day Camps	Italian Home for Children Therapeutic Summer Camp
Berkshire Soccer Academy	Jr. Celtics Academy Summer Camp
Boston Leadership Institute	JWU Providence Teen Culinary Camp
Broadreach Summer Programs	Kingsley Pines Camp
Buck's Rock Camp	Land's Sake Farm Camp
Camp Bernadette	Lillard Fly Fishing Expeditions
Camp Burgess and Hayward	LINX Camps
Camp Chickami, West Suburban YMCA	Lynnfield Community Schools (SOFA)
Camp Cobbossee	Lynnfield Recreation
Camp Coniston, YMCA	Maine Teen Camp
Camp Echo Bridge	Medfield Parks and Recreation
Camp Foss, YMCA	Mu Han Martial Arts
Camp Grossman, JCC	NE Academy of Gymnastics
Camp Hawkeye	NEOC
Camp Howe	New Art Center
Camp Kabeyun	Next9Up Baseball & Softball Academy
Camp Kaleidoscope, JCC	Norwood Recreation
Camp Kippewa	On Your Toes Dance Studio
Camp Med-O-Lark	Pacific Quest
Camp Micah	Pequossette Summer Programming (Watertown Rec)
Camp Rince Ceol	Performing Arts Connection
Camp Sewataro	Pleasant Valley Camp for Girls, YMCA
Camp Skylemar	Putney Summer Arts
Camp Starfish	Seacoast United Residential Soccer Camp
Camp Wigwam	Sports International Football Camps
Camp Winaukee	Spotlight Summer Theater Workshop
Camp Wing	Summer at Park
Camp Young Judaea	Summer Fenn Day Camp
Catholic Heart Workcamp	Target Soccer Academy Camp
Cedar Hill Girl Scout Camp	The Movement Center Dance Studio
Charles River Creative Arts Program	Third Space Kitchen
Chimney Corners Camp, YMCA	Travel for Teens
Community Rowing, Inc.	Tufts Pre-College Programs, Veterinary Medicine
Concord Academy Summer Camp	University of Kentucky Gymnastics Camp
Dexter Southfield Summer Camps	Visions Service Adventures
Elemen-Tree House	West End House Camp
Elite Hockey Camp	Westcoast Connections
Everwood Day Camp	Weston Recreation Adventure Camp
EXPLO	Windsor Mountain International Summer Camp

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

Where We Traveled

We sent **97** campers to **90** different camps.

9 Wildflower campers traveled to **10** unique destinations.

Netherlands

Poland

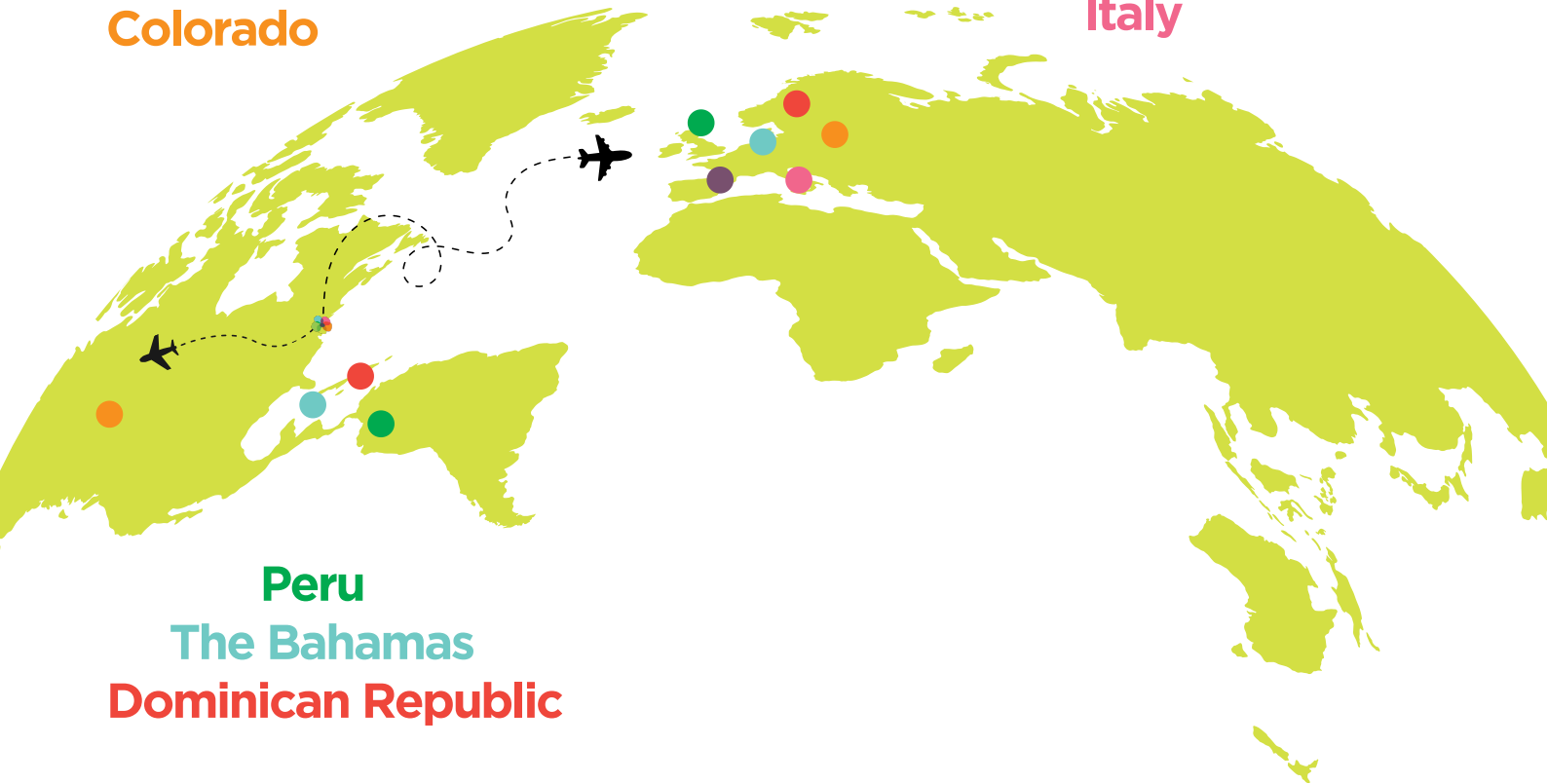
England

France

Spain

Italy

Colorado



Peru

The Bahamas

Dominican Republic

I will admit that I was hesitant about traveling so far away from my family without any experience of being out of the country before.

But through this experience, I've learned that taking these risks can lead to unexpected friendships, fun, and the best memories.

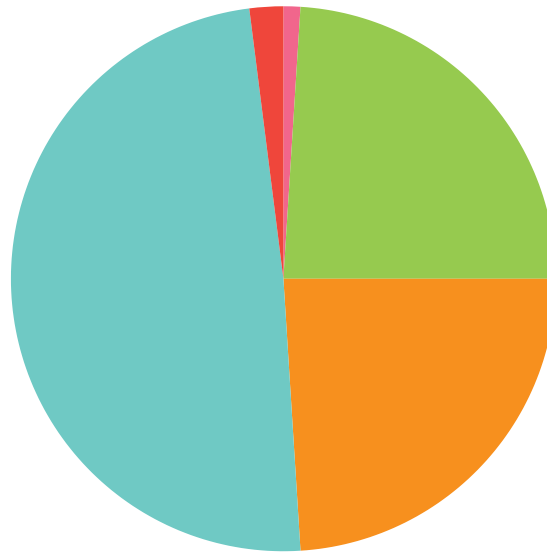
Wildflower camper

Financials

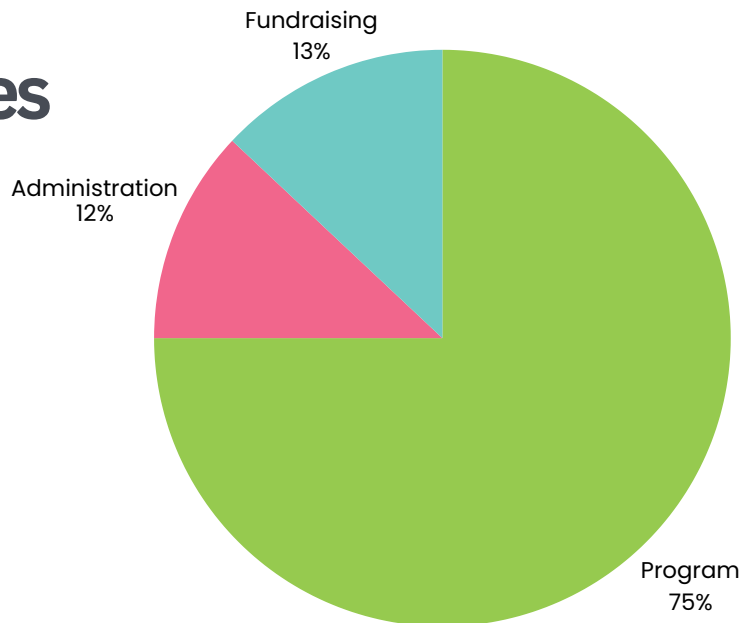
We believe transparency is key to maintaining a positive relationship with our supporters. Here are the 2025 finances highlighting funding and expenditures. For additional financial information, please [visit our website](#).

Revenue

- Corporate Donors
- Grants
- Events
- Individual Donors
- Other



Expenses



Thank you to our supporters

Our ongoing support to bereaved children and families is possible thanks to many generous donors and partners. The following individuals generously gave \$500 or more in 2025.

DONORS

Anonymous

Kenny and Susan Abrams ✧

Stuart Agler

Nancy and Matthew Allen

Dr. Peter and Luanne Andreotti

Sharon Austin

Jeff and Deb Baron

John Baskey

Lauren Baumann

Ed Bell and family ✧ *

Don and Nina Berk

Barbara Berke ✧

Emily Bernstein

Benjamin and Ashley Birnbaum

Molly Birnbaum-Becker

Diane and Steve Boettcher

Jill Bohlin

Stan Bornstein

Logan Brand

Cindy Brandt

Nancy and Andrew Branz

Felice Brenner

Robert and Marilyn Brooks ✧

Laurie Burt ✧

Stephanie Callen *

Camp Kennebec Alumni Fund ✧ *

Robert Casper

Kim and Mike Cayer

Mark Cohen and Margy Ringelheim ✧

Jody Collins Skinner *

Mark Condon and Jean Hynes ✧

Caren Connelly

Carlos Cordeiro ✧

Ceci and Eddie Cordeiro ✧

Madeline Cordeiro

Ollie Cordeiro

Taylor Cordeiro

Patrick and Joyce Coughlan ✧

Kathy & David Cramer

Elli and Cam Currie

Carolann Danielczyk

David Gopen Foundation

Deborah & Leo Donahue

E. Murdoch Family Foundation

Ted Eagan

Tom Engelman ✧

Mary Faria

Barbara Hurwitz Farrer & Lawrence Farrer

Steve and Peggie Fischer ✧

Harold & Leah Fogel ✧

Marc Freed

Sue and Jim Freedman *

Friends of Camp Matoaka *

Julie Frusciente

Christine Gebski

Susan Glovsky

Goldenberg Solutions Group

Norman Gorin

Grausman Family ✧

Arthur and Linda Greenberg ✧

Drs. Marsha & Robert Greenstein

Kenneth Grossman

MaryLee and Gerry Halpin

Linda and John Harding

Amy and David Hearne

Ross Henderson

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

J.J. Gano Charitable Fund ✧
Brian Jones ✧
Cyndi Jones and Steve Birnbaum ✧*
Marsha Jones and Gary Scardina
Reed Juckett and Lyndsay Paris
Janice Kaplan
Janice Kaufman
Bob Kayne
Barbara Koff
Ernie Kreiger
Mr. & Mrs. Geoffrey Kuesters
John Kyrios
Nicole Leavenworth and Brett Levy
Gail Levy ✧ *
Theresa Lizzio
Audrey and Michael Loria ✧*
Nancy Lukitsh
John Macek
Katie McGrath
Dr. David Moskowitz & Rona Orenstein
Lana Murphy
Emily Newmann
Karen Novakoff
Jeff Ornstein
Bonnie Parri and Stephen Garanin ✧*
Andre Perold
Irv & Janet Plotkin
Bari Popkin
Kelsey Posner
Adam Puritz
Dan Raffé
Bessye Bedrick Ravelson Fund ✧*
Carol Repose
Jerri Riggs
Sean Riley
Jenna Ringelheim & Devan McCoy
Kayla Ringelheim

Deborah Rivlin
Mark Robart and Lisa Borinsky
*Sharman Rosen**
Dr. Max Rosen & Dr. Jeanne Ackmann
Cheryl Ross
Kathleen Sander
Rachel Sarvey
Andi and Doug Shaw
Karen Siegel
Margie Staub
Crissy and Ted Straub ✧
*Amy & Barry Sylvestky**
Ginny Tang ✧
The Zachary Wall Fund
Cathy and Sandy Tierney
Lisa Tortolani ✧*
Julie Traub
Wendy Traynor and Hal Mason
Susan & Tom Turpin ✧
Mieke Van der Wansem & Steve Lanou
Brenda & David Verdolino
Thomas & Margaret Waugh
Debbie Whitehill and Howard Zaharoff
Denise Widman and Allan Lauer ✧*
Simon Wiczner
Kit Williams
Bella Wong
Leslie Wong
Roz and Gari Wong
Maureen Yoder

When a child reaches out at the end of the summer to thank me for making their summer so awesome, it just makes my heart smile!

Carol Repose, Family Liaison



SPONSORS



CUNNIFF | landscape

Herb
Chambers



CHAPELS
LEVINE



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

THANK YOU TO OUR COMMUNITY PARTNERS!

Amy Azza

Camp Matoaka

Lexington Knights of Columbus

Wayfair LLC

SPECIAL THANKS TO

Volunteers & Family Liaisons

20th Anniversary Gala Event Committee

Wildflower Rodman Riders & Boston Marathon Runners

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
Mary W. B. Curtis Trust
The New York Life Foundation
The Parmenter Foundation
Rockland Trust Charitable Foundation
Wellesley Hills Junior Women's Club
Winning Home, Inc.



Winning Home Inc., awarding a grant to the Wildflower staff in December 2025

Camp can be such a powerful place for young people to grow in confidence, independence, and connection, and it has been special to see Wildflower campers become part of our community and thrive here. Wildflower's mission makes those opportunities possible for so many families, and that impact is deeply felt.

Elizabeth Dales
Director at Pleasant Valley Camp

Thank you for your ongoing support!



Wildflower parents at our 20th Anniversary Gala in Spring, 2025

[View all photos from the Gala on our website!](#)

Ways to Connect

Click to follow us on social media:



Visit our website:

www.wildflowerforkids.org

Have questions? Email us:

info@wildflowerforkids.org



New address!

117 Kendrick St.
Suite 300
Needham, MA 02494
781- 861-1413