



# CAMP X OUT

for  
cancer

## CAMPER TOOLKIT





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# ALL ABOUT CAMPOUT

## What is CampOut for Cancer?

CampOut for Cancer is an annual month-long camp out challenge with all proceeds benefiting Camp Ooch & Camp Trillium. Participants, or CampOut Campers, accept the challenge of completing activities that celebrate the idea of camping out.

Participants can choose as many or as few challenges as they'd like, selecting from a list of activities specially prepared for CampOut Campers, joining virtual camp-style challenges hosted by Ooch-Trillium each week, or inventing their own CampOut adventure—the sky's the limit!

## Who can be a CampOut Camper?

This unique virtual event is open to everyone! Whether you're a lover of the great outdoors, a lover of Camp Ooch & Camp Trillium, or simply a Camper at heart, you can sign up on your own or with a team of friends or family.



## Where does a CampOut take place?

Anywhere! From a fort made out of couch cushions in the living room, to a sleepover in a tent in the backyard, to a virtual sing-along on the computer or phone—CampOut happens wherever, whenever, and however you choose.

## When do we start?

Sign up for free at any time after May 20, 2020 to get started on your fundraising and planning your activities!

The month-long challenge starts July 31 and lasts the entire month of August until we come together as a CampOut community for a virtual closing campfire on September 4.

# HOW TO GET STARTED

## STEP 1

Decide who your fellow CampOut Campers will be.

## STEP 2

Sign up at [campoutforcancer.com](https://campoutforcancer.com).

## STEP 3

Check out our **CampOut Activities List** to decide which activities you or your team can do—remember you don't have to stick to the list, you can invent fun challenges of your own!



## STEP 4

Start your fundraising and challenge others to get involved.

## STEP 5

Beginning July 31, share your CampOut adventure with others on your social media channels, or share CampOut updates with your network.

## STEP 6

Join all the other Campers to celebrate CampOut's conclusion with a virtual closing campfire on September 4.



# HOW WE WILL SUPPORT YOU

**After you sign up, you'll be an official CampOut Camper and you'll receive the following from us:**

- Fundraising ideas and resources
- Social media filters and other fun assets to make sharing online even easier
- CampOut activity ideas
- Access to the virtual activities led by Ooch-Trillium throughout the month-long challenge
- An invitation to the virtual closing campfire on September 4
- A dedicated staff member to answer any questions and provide support based on your needs
- Use of the Camp Ooch & Camp Trillium proud supporter logo



# OUR MISSION

A diagnosis of childhood cancer is a big, scary swerve in the road. It changes life in an instant. For affected kids and families, it can suddenly feel like everything is about cancer.

Camp Ooch & Camp Trillium offer a different journey, where kids with cancer can just be kids, and families connect with a community of strength and support when they need it the most.

We are much more than a summer camp—we offer the social cure for childhood cancer. Our recreational programs deliver fun, friendship, and community to 1,900 kids and 745 families year-round, all across Ontario. Virtual camp now reaches kids and families living in isolation, wherever they are.

Cancer changes a child's life. So does camp. And so can you by joining CampOut for Cancer!





# WHY YOUR SUPPORT MATTERS



## Even COVID-19 can't stop camp!

We've decided to focus on connecting deeply impacted and isolated kids and families during this pandemic through creative virtual camp programming.

Virtual programs reach children affected by childhood cancer and their families wherever they are, at home or in the hospital. As a CampOut Camper, your support makes camp fun, friendship, and community fully accessible to every child with cancer and their family during these challenging times.

“Your virtual programs are a lifeline to kids and families struggling to stay positive—you are lifting their spirits, my spirits, and those of the medical team too!”

—Dr. Sarah Alexander, Staff Oncologist and Clinical Director, Haematology/Oncology, SickKids Hospital



# READY TO GET STARTED?

Please contact:

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Thank you for choosing to support  
Camp Ooch & Camp Trillium

