

camp rainbow gold

FOR IMMEDIATE RELEASE

CAMP RAINBOW GOLD VOLUNTEERS ANNOUNCE NEW 501c3

Oncology camp will continue its mission under new board of directors and 501c3 structure following discontinuation by American Cancer Society

BOISE, Idaho (March 19, 2013) – Camp Rainbow Gold announced plans today to pursue an independent 501c3 status following the decision by American Cancer Society to phase out all youth oncology camp programs and college scholarship programs throughout the United States. Camp Rainbow Gold has functioned as a program of the American Cancer Society for the past 29 years of operation, providing a year-round support system to Idaho families with a child diagnosed with cancer.

The American Cancer Society recently analyzed all of its programs, services and fundraising initiatives across the enterprise in an effort to maximize the organization's efficiency and effectiveness in fighting cancer. As part of this effort, the Society's Board of Directors and staff leadership team recently made the very difficult but strategic decision to phase out several programs during 2013, including Camp Rainbow Gold, to focus efforts on activities that allow them to reach the most people and save the most lives. As Camp Rainbow Gold continues independently, the American Cancer Society plans to collaborate with the organization through referrals and other opportunities.

"We feel very confident that our staff, families, volunteers, donors and community partners will make our transition into an independent 501c3 a positive and seamless one," board chair Tim Tyree said. "The spirit and momentum that has carried Camp Rainbow Gold through the years will undoubtedly serve our cause during this transition. While change can cause uncertainty, we do feel that it is a positive change that will give Camp Rainbow Gold more opportunity to bring joy to the lives of children affected by cancer."

Camp Rainbow Gold plans to continue all programs, services and camps offered prior to the transition including the college scholarship program, all camps at Cathedral Pines, the Winter Retreat and the Share Your Heart Ball. Camp Rainbow Gold will remain insured, accredited by the American Camp Association and medically supervised. Further, all Camp Rainbow Gold programs and camps will continue to be offered at no cost to families.

The new 501c3 will operate under the same name and be advised by a Board of Directors who have been integral in the organization's history as volunteers, mentors and fundraisers. Effective December 31, 2013 Camp Rainbow Gold will no longer be a program of the American Cancer Society but a private, independent non-profit continuing to serve the state of Idaho. Although all previous in-kind and monetary donations to Camp Rainbow Gold will remain within the organization, donations and support of Camp Rainbow Gold will be critical during the transition.

For more information about Camp Rainbow Gold or how to support the organization please visit www.camprainbowgold.org

###

About Camp Rainbow Gold

Camp Rainbow Gold is a year-round program providing a support system to Idaho families with a child diagnosed with cancer. Established in 1984, Camp Rainbow Gold offers medically supervised camps for youth, siblings and families affected by cancer as well as year-round programs and activities including college scholarships, support groups, community events, and camp alumni activities. Camp Rainbow Gold is sustained through private donations, volunteer efforts and community fundraisers.