

# IMPACT REVIEW

## 2025



Wow, what a year 2025 has been! Here at Camp Jojo we held 7 camps supporting 50 families over the summer. The sun was (mostly) shining, and we felt it was our strongest year yet as our charity continues to learn and grow, using all our previous experience to provide an even better experience for our families and volunteers alike. This summer we hosted more families with multiple children with complex disabilities. This meant needing a greater number of volunteers and specialist equipment and we were pleased to be able to rise to the challenge. Our volunteers - as always, provide the magic that makes Camp Jojo so unique. This summer we had a record breaking 217 volunteer places and the quality of the individuals remained as high as ever with many volunteers returning for several camps.

We have also welcomed a new Volunteers Manager onboard as well as a Families and Operations Assistant.

On the Fundraising side, June saw the first ever public funding campaign from Camp Jojo as we took part in the Big Give and were thrilled to reach our £10,000 target in just 3 days! We also welcomed onboard many new donors including Trusts and Foundations through this year which are crucial to our future success and ability to grow to meet the evident need. We are so grateful to all of our supporters!

In May we held our open weekend for the brand new site 'Camp Jojo - Cumbria' at Nags Head Farm. This gave us a chance to showcase our future site and start to form new and exciting relationships within the local community. We can't wait for summer 2026!



**CAMP JOJO IS A REGISTERED CHARITY 1189163.**

# 2025 HIGHLIGHTS



- At the start of summer we held one camp specifically for families under the care of East Anglia Children's hospices.
- We had increased access and funding for more activities this year. As well as massage, photography, and music therapy; we were able to offer some special needs yoga sessions for the children. we also introduced accessible metal detecting on the beach.
- For poor weather camps we introduced more varied activity areas in the barn. The woodland area of the site was heavily used, with improvements to the woodland labyrinth as well as our accessible hammocks, nature trails and other outdoor activities.
- We appointed a new Volunteer Manager. This has allowed us to further develop our volunteer training, and we have produced a new and improved Volunteers Handbook.
- We have now embedded in our practise a 2-day camp leader training retreat which we started last year. This year we included enhanced input on training, safeguarding, practical operations,
- During this past year we have completed work with the NCVO evaluation team to develop a framework that effectively measures the impacts we wish to achieve through our operations. We now continue this work in-house, with an Evaluation Committee meeting regularly. As a result, we are now collecting data not only about Families' and Volunteers' views on the camps and their effect on them 'in the moment' but also longer term evaluation of pre- and post-camp mental health, wellbeing, empowerment, and behaviour indicators.





# MAKING A DIFFERENCE

Statistics taken from the October 2025 outcomes survey

81% OF FAMILIES  
DID NOT THINK  
CAMPING WOULD  
BE POSSIBLE  
BEFORE FINDING  
CAMP JOJO

THERE'S A SIGNIFICANT  
26% UPLIFT IN  
PARENTS/ CARERS  
FEELING CONFIDENT IN  
TAKING THEIR FAMILY  
OUT TOGETHER POST-  
CAMP COMPARED TO  
BEFORE CAMPS

50 FAMILIES  
(215  
INDIVIDUALS)  
ATTENDED  
CAMP THIS  
SUMMER

OVER 13,000  
VOLUNTEER  
HOURS WERE  
GIVEN THIS  
SUMMER

217  
VOLUNTEER  
PLACES WERE  
FILLED AT  
CAMP THIS  
YEAR

75% OF  
FAMILIES  
ATTENDING  
CAMP NEEDED  
SPECIALIST  
EQUIPMENT

47% OF  
CHILDREN USED  
ONE OF OUR  
HIPPOCAMPE  
CHAIRS TO  
ACCESS THE  
BEACH

85% PARENTS  
AGREED THEY  
WERE RELIEVED  
TO TALK  
HONESTLY

57% OF FAMILIES  
FELT THAT CAMP  
JOJO HELPED  
PREVENT THEM  
REACHING CRISIS  
POINT

THERE WAS A  
SIGNIFICANT 10%  
UPLIFT IN HOW  
SIBLINGS FEEL  
THEY ARE COPING  
AS A CARER POST  
CAMPS





# HEAR FROM OUR 2025 FAMILIES



"Honestly you guys have no idea of the difference you've made to us all! When I imagine an inclusive society Camp JoJo is what I imagine! I kept pinching myself the whole weekend. My kids were all encouraged and supported to be themselves and they blossomed in the environment. Thank you camp JoJo!"

**Parent/Carer 2025**

Honestly it's been a life changing experience that we'll take with us forever. It's crazy how you just 'get' our challenges and come up with solutions whilst helping me as the carer to feel 'seen' and validated in my struggles. We all want to live in a camp JoJo bubble!

**Parent/Carer 2025**



"It was amazing, honestly its made our year. I've never been somewhere as accessible as this, and would never have thought that our family would have managed camping. My daughter also had an incredible time."

**Parent/Carer 2025**



# A FAMILY STORY



Email Subject: Thank you will never be enough

Just wanted to drop you an email to say what an incredible experience J and I had this last weekend. The thought of camping with J was a step too far and yet Camp Jojo made it so very possible. J's carers were amazing and within a few hours J already had trust in them. They lifted the caring role so that I could be there as J's mum and it really did feel like we had a week's holiday!

The catering staff feeding us all and ensuring all our needs were met. The site staff ensuring the site and tents were secured and safe. Jenny and Ralph and Angela embraced us with a nurturing embrace. Our journey is not an easy one nor is it for the faint hearted. We have endured much and the battle wounds we conceal for it is the love that has given us the strength to endure the perilous journey we face with a child with complex needs.

Camp Jojo gave us the rest, something that often feels alien, the community of other parents on a similar journey the understanding is there already and with it came the joy of enjoying the moment, siblings being able to be just that, siblings and not just a young carer. For J he got to experience so much more than I could give him. He has taught me so much on this journey, he has changed my perspective on life as much as our life limiting condition has changed the way we live our lives and with it comes with enjoying the here and now making each day count.

Yes of course we do think of the future and we do plan but as parents of a complex needs child we too know that too often curve balls hit us from nowhere and it is those battle wounds that we endure and we do so because it is the love that we have for our child. The word, Thank you, seems so little a word that it never conveys the magnitude and depth of our gratitude to all at Camp Jojo. You have all done an incredibly special thing here and I am not at all surprised that there is such a huge demand. I and J feel so privileged to have had the chance to be at Camp Jojo. The memories of which we will carry forever in our hearts.

A huge heartfelt thank you to each and every one of you.

With love,  
C and J



# EAST ANGLIA'S CHILDREN'S HOSPICES WEEKEND PILOT



This year we carried out a pilot camp dedicated to families from the East Anglia's Children's hospices. We prepared for the scenario that we might be faced with many more children with diverse complex needs from these hospices than we were used to. It was encouraging to discover that the reality of supporting children from this community was no more complex than those of other camps' families. What was different though was that every family on that camp required specialised equipment and handling for their child/children. This in turn meant that we needed a higher proportion of our Family Support Volunteers (FSVs) to be skilled in complex needs and experienced with the equipment required. The camp was a great success, with very positive feedback from EACH.

If the EACH pilot becomes an ongoing program, as we hope it will, then we now know how to best plan for that camp. This year we ran this camp in term-time. This meant that most families arrived later in the day than they would have done otherwise. It also caused an issue for volunteer recruitment for that particular camp because many of our experienced FSVs work in Special Needs schools and could not take time off in term-time. We will therefore run this camp in school holidays next year and are looking to use that first weekend to provide the inner London school camp instead.





# HEAR FROM OUR 2025 VOLUNTEERS



"I was hunting joy this year and boy did I find it. I left with filthy feet and a full heart, thank you all, I'll be back for sure."

**volunteer 2025**



"Camp JoJo really does take the word Inclusivity to a whole new level. Words really can't describe it - it's a place you have to experience to fully appreciate the extent of the magic that happens."

**Volunteer 2025**

"Everyone was incredible and worked so tirelessly and with such cheer and enthusiasm. I'm definitely going to be grinning from ear to ear for the next week. My heart is full."

**Volunteer 2025**



"It has certainly changed my outlook on life and made me a better person for it. Seeing the children's faces enjoy the simple things in life and watching the family relax and take it all in and make those memories was something inspirational I will take away with me."

**Volunteer 2025**



# LOOKING TO THE FUTURE



2026 is set to be an exciting year for Camp Jojo in which we will:

- Continue to advance our goal of providing positive and memorable experiences for families whose children live with the most medically complex long-term and sometimes life limiting conditions, to 'make memories' when they come to Camp Jojo. In this next year we will continue to develop the evaluation processes and tools for our work, building on the work achieved with NCVO consultants in 2025.
- Increase our delivery capacity. We have received funding for a Program Manager from Tudwick Foundation, Children in Need and National Lottery Charity Foundation. This will help us to address ongoing resourcing and resilience issues, helping to ensure our stability and sustainability as we grow.
- Launch of our second site in the Cumbria to allow for the 30% of applications that come from families in the north of England to become a part of the Camp Jojo family, with a particular focus on families from deprived areas within the Cumbria region. We are very grateful to National Lottery Community Foundation Cumbria for their 3 year financial commitment to the operations on the new site. Camp Jojo now has two trustees and 1 special advisor from the Cumbria region, including our Treasurer, which has greatly enhanced our ability to make contacts and integrate within the local community.



## With thanks to all of our supporters!



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