

About the Campaign

Shine on September is a point-of-sale campaign by Camp Quality USA. Local businesses and large enterprises give their customers an easy way to support kids with cancer, at no cost to the business and with minimal effort from their staff.

September is Childhood Cancer Awareness Month (CCAM), which is when most businesses choose to run their campaign. The campaign can happen during any month of the year if September isn't the best for your business.

Who Camp Quality is

Camp Quality USA provides camps and year-round programs for children with cancer ages 0 to 17 and their families. Every family attends at no cost to them.

At camp, every child is paired one to one with a trained volunteer companion who stays with them all week. Siblings come too, because a cancer diagnosis lands on a whole family. We operate 14 camps and currently serve families in 22 states. Traditional overnight summer camps are our signature program to help kids with cancer just be kids again. We also host family camps and family weekends so families can escape hospital walls and treatment centers together.

Legal status	501(c)(3) nonprofit organization, EIN 38-2208796
Headquarters	Kalamazoo, Michigan
Charity Navigator	Four stars, their highest rating, based on financial health, accountability, and transparency
Candid	Platinum Seal of Transparency, the highest level awarded
Cost to families	Zero, for every program, always

Four ways a business can take part

Option	What it involves
A sign on the counter	You can download or we print and ship gold countertop signs. Customers who want to give, can. Nothing for your staff to do.
Round up at the register	Your team invites customers to round up their purchase to the nearest dollar at the point of checkout. We provide a one sentence script for your register.
A give back day	You pick a day and donate a portion of that day's sales.
A share of what you earn	For some businesses, a flat donation per sale, or a match of what customers give makes the most sense to support Camp Quality.

What it costs and what you get

WHAT IT COSTS

Nothing. No fee, no minimum, and no obligation to do it again. We print and ship everything if you'd like.

WHAT YOU GET

- As many signs, tabletop cards, and flyers as your space needs, shipped at no charge
- A Camp Quality contact, plus our national team, available whenever you need us
- Promotion of your business to our local audience, throughout your fundraiser or on the day you choose
- A listing on our participating business page and a ready-made graphic to tell your own customers
- An acknowledgement letter for campaign participation and total amount collected!

How it works

Step	What happens
1. You say yes	Fill out the short form on our website.
2. Materials	We print and ship your materials, or you can download and print yourself.
3. While it runs	The signs do the work. We check in, restock you if you run low, and promote your business.
4. When it ends	Your business sends a check, or we pick up the funds you collected.

Common questions

DO OUR STAFF HAVE TO ASK CUSTOMERS FOR MONEY?

Only if you want them to.

OUR REGISTER CANNOT DO A ROUND UP. CAN WE STILL TAKE PART?

Yes! The countertop sign works entirely on its own and never touches your register.

DO WE HAVE TO HANDLE CASH?

Not unless you want to.

CAN WE TELL OUR CUSTOMERS WE ARE DOING THIS?

Please do! There are ready-made graphics available to download in our media kit. If you would like to reference Camp Quality in paid advertising, let us know before advertising is live.

Ready, or want to talk it through first?

Sign up in about a minute here: <https://campqualityusa.org/shine-on-2026/>, or email development@campqualityusa.org.