

## CAMP SUNSHINE

*“Success is not the key to happiness.  
Happiness is the key to success. If you love what  
you are doing, you will be successful.”*

- Albert Schweitzer

**M**atthew Hoidal and his team of 12 athletes were on a run up the eastern seaboard from Florida to Maine. Halfway through Delaware, Matt’s cell phone rang. It was Larry Gould, co-founder of Camp Sunshine, a place for children with life-threatening illnesses and their immediate families.

Matt and his team were raising money for the camp and Larry was calling to congratulate them on their success so far. He was also doing a little recruiting – he wanted Matt for the Executive Director position at the camp, located in the beautiful Lake Sebago Region of Maine.

Matt had politely declined the opportunity earlier. As far back as he could remember, he had wanted to be a lawyer. He had just graduated from law school and passed the Massachusetts bar exam, and didn’t want to let it all go before he even started.

Several states later, after much soul-searching, Matt decided to accept the position. That was in 2001, and he hasn’t looked back since. “This is what I love to do,” he says. “I can’t wait to get to the office and take on the opportunities that lie ahead.”

### **Heart for children’s charities**

Matt was first introduced to Camp Sunshine in his second year of law school. He and his brother, David, wanted to help a children’s charity in Maine. They had spent several childhood summers in Maine and especially liked the family component of Camp Sunshine.

Matt and Dave visited the camp and were instantly blown away by what they saw. Matt recalls seeing a family drive up. A big, burly man got out of the car and broke down in tears in the arms of one of the camp staff. He didn’t look to be the crying type. Matt couldn’t help but wonder what hardships this dad and his family had to deal with.