

Organized Sunshine: Making Busy Lives Brighter and Lighter

By Sydney Baker

Sasha Campbell sells sunshine. In her business, Organized Sunshine, she specializes in full-service, professional organization that aims to help busy moms. Her business philosophy is not just centered around creating functional living spaces; her primary goal is to make the lives of overwhelmed and stressed moms just a little bit brighter.

During the darker times of the COVID-19 pandemic, Organized Sunshine was born on a kitchen floor. As she was helping a friend organize her pantry and kitchen, her friend casually proposed that she start an organization business. She was initially reluctant, wondering how many people could actually use her help with organizing. As it turns out, many people do, and since then her business has grown into an official team of talented people where she is the owner and lead organizer.

Organized Sunshine has free in-home consultations and offers a variety of services. Sasha and her team create an organizational system that is tailored for each unique family and saves precious time and energy. They also offer kid spaces and support. Unlike build-it-yourself dressers or other storage amenities, Sasha recognizes that kids do not come with instruction manuals. From helping kids with particular challenges to kids who simply need a system to assist with routines and school. Organized Sunshine exists to lend a hand.

For people moving into a new house, Sasha's business also specializes in unpacking and house setup, promising to make that important life transition energizing and exciting, not depleting. They offer services to create healthy homes in houses where a loved one or family member has had a medical procedure or change in health status and needs assistance with creating a safe and functional space within the home.

With these different avenues of assistance, Organized Sunshine prides itself on customer service and personalization. Sasha says that because no two clients are the same, no two projects are ever the same. Her team is committed to getting to know each and every client, along with their goals, in order to develop effective organizational systems.

Sasha's favorite part of her work is seeing the reaction of her clients once a project is done. She loves witnessing the stress leave their faces after the realization that they have more than an organized space—they have achieved more time with family, less stress, and increased efficiency in their daily routines. She's even had clients cry at hug her at the conclusion of a project. Sasha's perfected her business because as a mom herself, she understands first-hand how busy life can be.

Originally from Pennsylvania, Sasha now lives in Huntersville with her husband, Jason, and her two boys, Ben (13) and Owen (9). She is also a licensed physical therapist with degrees from Quinnipiac University in Hamden, Connecticut, and has lived in the Lake Norman area for over 15 years.

One of the most important members of Sasha's family was "Grandma Ann." Her grandmother passed away in 2018 but was an eternal optimist even after living a life of hardship. She sought to see the good, was an avid guest on the bright side, and was always looking for sunshine. Now, with her own business, Sasha hopes to preserve her grandmother's sunny footprint and help others find sunshine, too.

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