



AROUND THE WORLD IN A

**MILLION**

*Smiles*

2017 ANNUAL REPORT

**serioösfun**<sup>SM</sup>  
children's network  
founded by paul newman

SMILE #10  
**OVER THE WALL**

“Camp brings the whole family together and takes the illness away. When we are at camp, we forget about it all. Camp has given us so many *wonderful memories* and you can’t take them away—they last forever.”  
— Camper Mom



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**SMILE #117**  
**VICTORY JUNCTION**

“Camp has taught me to be more open and accepting of myself. I see other campers, and they are happy and *feel normal*. It has given me more perspective and it made me feel better about my condition.”

— Camper



Victory Junction, North Carolina

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 Chairman & CEO,  
 Clayton, Dubilier &  
 Rice Holdings, L.P.

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 Barretstown  
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 Attorney, Ruder,  
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 • Chief Executive  
 Officer, SeriousFun  
 Children's Network

**Ingrid Milne**  
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 Chief Financial &  
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 SeriousFun  
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 Strategy Director, Larry  
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**Deidre C. Meyerson**  
 The Hole in the  
 Wall Gang Camp

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**Tatiana Nourissat-  
 Rosenfeld**  
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 Dynamo Camp

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 Brands, Inc. (Retired)

**Kathy Starkoff**  
 Flying Horse Farms

**Julie Sullivan**  
 Roundup River Ranch

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**Janet Booth Zide**  
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**Bill Sanger**

**Strauss Zelnick**

## EMERITUS DIRECTORS

**David Horvitz**

**Ray Lamontagne**

## LIFETIME DIRECTOR

**Joanne Woodward**

.....  
 This list includes  
 all individuals who  
 served on the Board  
 of Directors within the  
 2017 calendar year.

SMILE #360  
**CAMP ADDIS**

“I never thought that I could talk freely about my HIV status and share my feelings with anyone. At camp I had the *freedom* to talk and get my worries off my shoulders.”

— Camper



# DEAR FRIENDS and supporters,

Thank you. It would be hard to start this letter with any sentiment other than an immense thank you.

2017 was a year of amazing accomplishments for SeriousFun Children's Network. We delivered more transformative camp experiences to children and family members in a year than ever before: 166,000. Through residential camp programs, family and sibling weekends, hospital and community outreach, teen and young adult programs—and so many other impactful programs carried out all around the world—SeriousFun is changing lives.

Supporting and caring for more than 50 medical conditions, as well as many rare conditions, SeriousFun camps and programs have helped children with serious illnesses and their families understand that childhood doesn't have to be lost to treatments and hospital stays, friendship can grow out of shared fears or shared dreams, and a scar is not nearly as powerful as a smile. And the smiles are the proof—all ONE MILLION of them!

Since 1988, when Paul Newman first opened The Hole in the Wall Gang Camp in Ashford, Connecticut, SeriousFun has provided more than one million life-changing camp experiences to children and their family members from more than 50 countries. Experiences that are carried out by highly trained staff and volunteers, with the best quality medical care and a constant focus on safety. Experiences that are adaptive and inclusive so that at camp, no child feels left out. Experiences that serve up all the excitement, fun, and laughs that kids deserve, be it on a zipline, in the pool, or on stage.

For some people, the thought of creating these types of "seriously fun" experiences for children with serious illness seemed impossible.



But not to Paul Newman. He knew that when it came to something as important as this—as important as ensuring that every kid, no matter his or her condition, gets to experience the joy and hope of childhood—nothing should stand in the way. And so, he made sure nothing did.

Now, 30 years after that first camp opened, we don't just celebrate the million smiles—although that is surely something to celebrate. We celebrate the 30 camps and programs around the world which are the hubs of this joyful activity and have become carefree retreats for children and families everywhere.

We celebrate the staff, volunteers, partners, and donors who make stage nights, messy meals, cabin chats, and dreams of living a life beyond the limits of illness possible. And we celebrate the future. It is remarkable to think of all of the lives which have been forever impacted by Paul Newman's vision, with many more to come because of champions and supporters like you.

In 2017, the Board of Directors and CEO Council of SeriousFun Children's Network were proud to approve the first-ever Network Strategy. This strategy not only lays out the work we are committed to doing together to deliver on our mission

but focuses on how we will continue to ensure programmatic excellence, financial and organizational sustainability, and awareness and recognition of the need to help children with serious illnesses have these transformative experiences for decades to come. This is a huge accomplishment for the Network—bringing the camps, programs, stakeholders, and partners together in a wholly new way and with a common vision for the future and impact of the Network. It is certainly an exciting time to be part of SeriousFun.

As we look towards the next 365 days, the next decade, and the next 30 years, we remember the extraordinary vision and commitment of Paul Newman. There is surely as much work to be done as there is fun, and as many challenges to face as there are opportunities, but we will do it together—because we know a camper's smile is worth a million words.

Sincerely,

Don Gogel  
Chairman of the Board



We celebrate the staff, volunteers, partners, and donors who make stage nights, messy meals, cabin chats, and dreams of living a life beyond the limits of illness possible. ”



SMILE #1,479  
**BARRETSTOWN**

“You see, the thing about cancer is it doesn’t just attack the child who’s sick, it attacks your whole family. We arrived at camp exhausted and in pieces. We left as a family who knew what it was to *laugh again*, with our pieces put back together.”

— Camper Mom



The Hole in the Wall Gang Camp, Connecticut

## BUILDING OUR FUTURE *together*

It is well known that Paul Newman wasn't one for fanfare, being the center of attention, or being honored for all of the goodness he brought into the world. It has even been said that he was sometimes resistant to writing down his thoughts because it was contrary to his sense of personal humility. Especially when it came to the camps.



**He didn't want the camps to be about him,** to be idolized for starting them, or to be at the front of some underlying great philosophy. It was never supposed to be about Paul, but always about the dose of good that these camps could add to the lives of children and families—and that good should spread as far and wide as it possibly could.



The Hole in the Wall Gang Camp, Connecticut

## Paul Newman's Vision for the Future of the Camps

Ten years after Paul put his thoughts down on paper, we are proud to share with you, our dedicated supporters, Paul Newman's aspirations for the camps:



When we opened the first camp, I simply had no conception of the extraordinary magic that was about to take place. My thinking was pretty simple. I felt I had been enormously lucky in my life, and that a child with a life-threatening condition was just plain unlucky. What else can you call it when a child has cancer, AIDS, sickle cell, heart disease, Prader Willi, Black Diamond Syndrome, and a host of other frightening conditions, other than just plain brutally bad luck.

What none of us could see at the time was the powerful reciprocity of the experience. While we thought we were bringing some magic to the children, they actually brought more magic to all of us...doctors, nurses, counselors, donors, staff, and the families. So there you go again, luck.

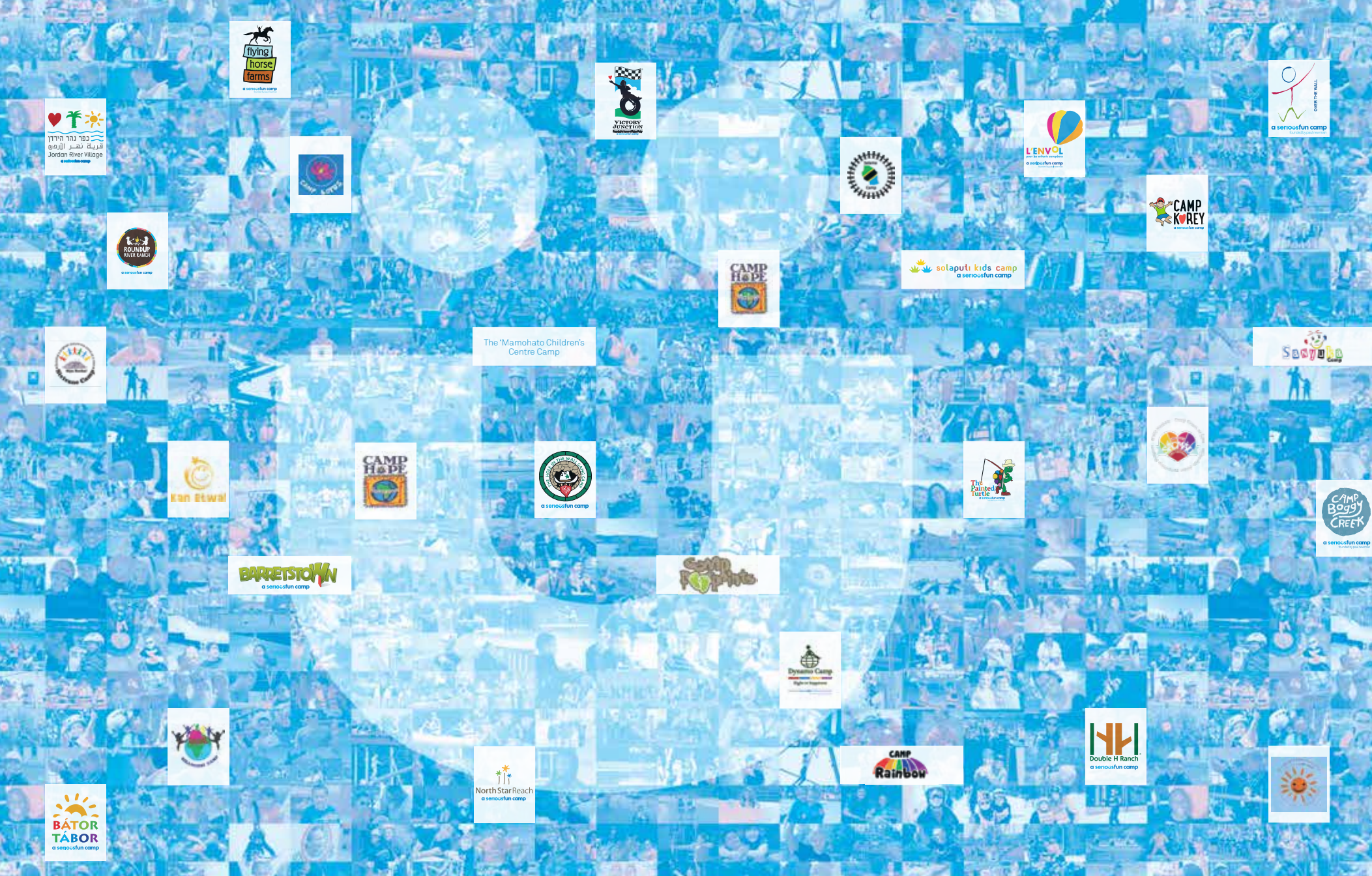
If there is a legacy to my life, it is my hope that the camps will continue to grow and prosper in the same spirit of today, on as wide a geographic scope as possible, and far, far into the future.

My hopes are that:

- The camps always stay true to their singular focus of giving these children the experience of what a childhood should be like... all the other benefits flow from this; the spirit of fun prevails in everything we do—children and adults alike. If you're not having fun, reexamine what you are doing;
- The camps grow throughout the world to include the developed, developing, and underdeveloped world. The fear, isolation, and plain brutality of these conditions know no geographic, political, social, or economic boundaries;
- That those responsible for the camps recognize that a life-threatening condition to a child can be different from country to country, culture to culture. While the heart of the camps is medically based, keep your minds open;
- The camps' growth is always balanced against future sustainability;
- No one camp, or group of individuals, thinks of itself or asserts a greater role or dominance than any other camp;
- Overhead be kept to the minimum, but always sufficient to serve the needs;
- Each camp shares its resources with one another and in a responsible way. ”

—Paul Newman, 2008





## Going Confidently in the Direction of our Dreams

Paul Newman's vision of creating a place where children challenged by illness could reclaim their childhood—or as he liked to say, “raise a little hell”—began with The Hole in the Wall Gang Camp in 1988. Since that time, his vision has grown to 30 nonprofit camps and programs known collectively as SeriousFun Children's Network, recognized as the leading global network of specialty camps and programs serving children with medical needs and their families.

At the center of all we do and aspire to be as a Network are the children and families who benefit from our programs. They are the motivation behind our constant efforts to improve and strengthen our work. With that at the forefront of our thinking, the leadership of SeriousFun Children's Network developed a shared roadmap for our future—one that defines the collective work we will undertake together to realize that future. The 2018–2020 SeriousFun Children's Network Strategy is that roadmap.



### Our Commitment

SeriousFun Children's Network is a collective of members and partners whose shared objective is to transform the lives of children living with serious illnesses, their families and caregivers, and our vast community of volunteers. We are committed to working together to ensure the excellence of our programs and operations, increase the awareness of our shared brand, and increase our Network and individual financial sustainability so that we can continue to carry out the vision of our founder, Paul Newman, for years to come.





SMILE #2,447  
**CAMP KOREY**

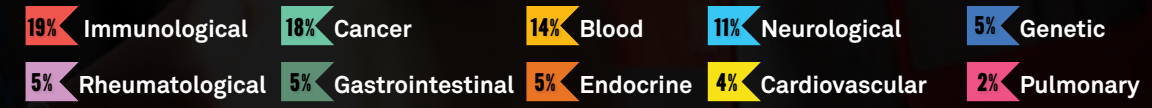
“Camp is important to me because it is where I first witnessed whole-hearted living. I saw kids challenge their beliefs about themselves and their abilities and come out the other side braver, prouder, and with more *self-love*. I saw courage in my kids over and over again, and it made me want to be braver myself.”

— Staff Member



Bátor Tabor, Hungary

2017: Condition groups served by SeriousFun camps and programs



## 2017: IMPACT AND conditions served

SeriousFun Children's Network is the world's leading community of medical specialty camps, serving children living with more than 50 different medical conditions.

Each year, SeriousFun's camps and programs strive to offer camp experiences to even more children, including expanding sessions to meet the needs of campers requiring more acute care, as well as addressing the needs of children living with rare and specialty conditions.

In 2017, the largest population served across the Network were children living with immunological conditions. This represents the incredible reach of our Global Partnership Program in serving the needs of children living with HIV in Africa, Asia, and the Caribbean.

**ONE MILLION+** life-changing experiences for children and family members since the first camp opened in 1988

**165,800+** experiences for children living with serious illnesses and their family members in 2017

**26,800+** volunteers supported camp programming, outreach, and fundraising in 2017



Camp Hope, Malawi, operated in partnership with Access Health Africa and Baylor College of Medicine Children's Foundation-Malawi

## BUILDING CAPACITY: *reaching new heights*

The power of camp is delivered through the skills and strength of the counselors and facilitators who run our programs.

### Training of Trainers Creates Opportunities Beyond Camp

In Malawi, Teen Club leaders employed by SeriousFun's partner, Baylor College of Medicine Children's Foundation-Malawi, play a vital role in bringing together campers who are HIV+ when camp is not in session. Once a month they host Teen Club meetings and activities that provide psychosocial support to campers transitioning from child to adult.

In order to strengthen this much-needed program throughout Malawi, SeriousFun Children's Network led a Training of Trainers (TOT) workshop aimed at building the capacities of Teen Club leaders. The training focused on incorporating concepts from camp, including intentional activity design that promotes sharing experiences and building social networks, and provides techniques to increase knowledge about living with HIV and adhering to treatments. In 2017, the training team held workshops across Malawi for twenty-nine Teen Club leaders, who are now better able to facilitate engaging discussions and activities to help guide and support this vulnerable population of adolescents.

#### What does Training of Trainers mean?

Training of Trainers workshops are designed to establish a core team who are equipped to teach Teen Club leaders how to enhance their facilitation and strengthen the delivery of their programs. As more Teen Club leaders are hired to expand these programs to multiple regions, it is important that a skilled team of trainers exists to support this growth. The trainers who are qualified through participation in workshops are able to share their knowledge and experience within their region, allowing SeriousFun's partners to support country-wide program growth that maintains high standards of quality and safety.

#### What's a Teen Club?

Our partners at Baylor College of Medicine International Pediatric AIDS Initiative have developed a monthly peer support system for HIV+ adolescents called Teen Clubs. As a compliment to camp, Teen Clubs empower adolescents to build positive relationships, improve self-esteem, and acquire life skills through peer mentorship, adult role-modeling, and structured activities, ultimately leading to improved clinical and mental health outcomes as well as healthy transition into adulthood.

## Fostering the Next Generation of Camp Champions

SeriousFun launched a new design for its Leadership Fellows program in 2017. The new program provides a full year of professional development opportunities through mentorship, peer exchange, in-person and web-based facilitated discussions, and fellow-designed leadership projects.







In 2017, six full-time staff members from across the Network camps were selected to participate in the Leadership Fellows program. Throughout the program, Fellows connected with like-experienced individuals, some they knew and some they were meeting for the first time, to collaborate on projects aimed at benefitting all Network camps. Additionally, Fellows were trained and equipped to become effective ambassadors for the whole of SeriousFun Children's Network.

As a key component of the program, the Fellows collaborated on a group project. The Guide To Camper Transition Programming offers all Network camps and programs valuable information and insights on designing and implementing transition programming for campers who are aging out of camp. The completed guide was shared for the first time at the American Camp Association National Conference in Orlando, Florida, in February.



2017 SeriousFun Leadership Fellows and SeriousFun Support Center Staff

## 2017 SeriousFun Leadership Fellows

- 
**Emily Hamilton**  
 Double H Ranch, New York
- 
**Eva Caulwell**  
 Barretstown, Ireland
- 
**Joshua Simon**  
 Camp Corey, Washington
- 
**Katie Griffith**  
 The Painted Turtle, California
- 
**Luke Gonyea**  
 Camp Boggy Creek, Florida
- 
**Miguel Canelha**  
 L'Envol, France

## The Fellow Experience

### What do you consider to be the most important things you took away from the Fellowship Program?

“It's motivated me to learn more about Network camps because we're all an incredible resource for each other. And it has encouraged me to look for new ways to do things at camp. Sometimes, it's easy to get stuck in the day-to-day of a to-do list, but the Fellowship reminded me that there are infinite possibilities that can benefit my professional and personal life.”

- **Katie Griffith**  
Residential Life Coordinator  
The Painted Turtle

### What excited you most about the Fellowship Program?

“The opportunity for the inter-camp connection really struck a chord with me. Every camp and their staff have so much to offer. It was so exciting to be immersed in an environment of building connections with other SeriousFun staff whilst learning from and contributing towards program development in a leadership capacity.”

- **Eva Caulwell**  
Outreach Coordinator  
Barretstown

### What was a highlight of the Fellowship Program for you?

“Having the chance to do peer visits and build stronger relationships with people in the Support Center has helped me to better grasp the ins and outs of operations at various Network camps. It's been invaluable for my learning—and has built my capacity to be a leader at camp.”

- **Josh Simon**  
Program Manager  
Camp Corey

### How would you describe your experience as a Fellow?

“The Fellowship was just extraordinary—you will never meet such extraordinary people! I had the opportunity to share and learn with them, and most importantly, to become a team.”

- **Miguel Canelha**  
Assistant Camp Director  
L'Envol

“It’s always great meeting with other medical camp staff to bounce around ideas and learn from those who have knowledge and experience.”

Dr. Barbara Galantowicz, Medical Director, Flying Horse Farms



## Great Things Happen When the Network Comes Together

In 2017, the Network took collaboration and sharing to a new level by offering both virtual learning and face-to-face meetings aimed at providing resources and learning opportunities for camps to strengthen their own practices related to program, medical risk management, and development.

**The 2017 Program Gathering was held in conjunction with the American Camp Association National Conference in Albuquerque, New Mexico.** Twenty-six participants representing 14 camps gathered to join in team-building activities, resource-sharing discussions, and community problem-solving exercises that reflect the issues they face regularly at their camps. The SeriousFun Support Center team received overwhelmingly positive feedback about the benefits of the quality face-to-face time between camp representatives—proving once more the power of being a network!

**The 2017 Medical Risk Conference, supported by a grant from Network partner Shire, was held in Tarrytown, New York.** Topics included: How Data Collection at Camp Can Improve Medical Risk Management, Managing Medical Risk Together, Serving Children with Higher Medical Acuity, Increasing Numbers of Children Served at Camp, and Serving Campers with Rare Diseases.

**In September 2017, European and Israeli camp leadership met alongside Support Center staff for SeriousFun’s first-ever European Fundraising Gathering.** It was an opportunity to deepen relationships, generate ideas, and come together to create shared goals and strategies for raising awareness and support. Participants left for their respective camps with a renewed sense of energy and excitement—dedicated to collective action, sustainability, and new initiative-planning for the year ahead.

**Blake Maher, SeriousFun CEO, and Mary Silvia, Associate Director of Global Partnerships & Programs, made their way to Mumbai in December to share their knowledge of camp at the 2017 International Developmental Pediatrics Association Congress (IDPAC).** With over 600 attendants from over 50 countries, Blake and Mary presented on the universality of camp as a powerful and positive intervention for all children, no matter their medical condition. The conference was an exciting opportunity to share the philosophies and outcomes of SeriousFun camps and programs with the pediatric medical community at large.





Camp Rainbow, Bangalore, India, operated in partnership with ASHA Foundation

## GLOBAL PARTNERSHIPS: *a world of good*

**Mary Silvia, Associate Director of Global Partnerships and Programs**, certainly didn't see where her career would take her when she started as a Newman's Own Foundation Fellow in 2011. Her fellowship placement led her to SeriousFun Children's Network and she has been helping spread the magic of camp ever since.



Mary isn't just making camp happen in low-resource areas, she is helping ensure their sustainability and creating stronger support systems for children and caregivers.

.....  
**What does the Associate Director of Global Partnerships and Programs do?**

"I support all elements of our global partnerships and programs with a focus on operations. We review funding

proposals, draft partnership agreements, and collect statistical data. Each year, I also manage recruitment, selection, and onboarding for 20-30 field consultants who work on the ground alongside our partners to bring camp to life. I love getting to know this diverse team of consultants and partners, for whom I act as a liaison, resource, and mentor. Through training webinars, regional conferences, and peer exchange opportunities, we continuously strengthen the expertise of SeriousFun and partners.

With SeriousFun's partner YRGCARE, I manage the India Partnership Initiative in addition to supporting Camp Rainbow. Our goal is to raise awareness of camp and increase support and opportunities across India."



Camp Lotus, Cambodia, operated in partnership with New Hope for Cambodian Children

**What do you think makes these programs so special?**

“SeriousFun’s partners and the camp leadership teams make these programs special. These people are child advocates, social workers, youth development professionals, nurses, and doctors. They care so deeply about helping children dream beyond their illness and focus on their strengths to envision a future for themselves. Camp is like a mosaic. Each partner fulfills a different need. They leverage their knowledge of campers, connections to the community, past experience, medical expertise, and behavioral support techniques—together creating something unique and beautiful.”

**What kind of impact do you see these programs having on children living with HIV around the world?**

“There are so many levels of impact. One of the most extraordinary examples I have seen is the ability for campers to make social connections—with their peers, caring adults, and their healthcare providers.

Another truly visible impact is the children’s medical adherence and their understanding of the condition they live with. One of the activities at camp is Life Skills, which focuses on topics such as nutrition, dental hygiene, coping with stigma, and knowing your rights. The Life Skills activity creates a safe space for campers to ask questions about their condition, what it means for their future, and how they can manage the challenges that come with it. At breakfast and dinner, campers take their medications together as a group and

celebrate it with a cheer—reminding each other that taking their antiretroviral treatment is worth celebrating because it keeps their immune systems strong and their bodies healthy. Clarifying what is fact and fiction about HIV is significant for these campers, who may not receive accurate information due to the challenges that come with disclosure and access to HIV education. Leaving camp informed, valued, and cared for may very well have the deepest impact of all.”

**Can you tell us about a time that you were inspired by the program’s impact?**

“In Cambodia, Camp Lotus is run in partnership with New Hope for Cambodian Children. Camp Lotus is located at The Village, a home for nearly 300 children living with HIV who have been orphaned or whose parents cannot provide the care and support they need. When Camp Lotus began in 2009, many of the campers and Leaders in Training (LIT) lived at The Village together. Over the years, they have grown up through camp and moved from camper to LIT and from LIT to camp leadership. Today, the first LITs have gone on to become professionals in fields such as hospitality and computer technology. Many of them still find time to come back to Camp Lotus because it remains such a significant part of their life. Camp role models gave them hope to dream and then guided them to realize their dreams—and now they are doing the same for others.”





SMILE #3,640

## JORDAN RIVER VILLAGE

“It was *comforting* to know there is an equipped medical center with doctors and nurses taking care of us during session.”

— Camper



# RAISING AWARENESS: spotlight on SeriousFun

Oh, what a show...of support! SeriousFun galas are always a very special part of the year. We gather as friends, as family, and as a community, to celebrate in the camp-iest of ways—with singing, dancing, laughing, and lots of good old-fashioned fun.

## The 2017 NYC Gala at Pier Sixty was truly one-of-a-kind,

featuring appearances by **President Bill Clinton** and **Secretary Hillary Clinton**, **Julianna Margulies**, **Tom Hanks**, **Alan Alda**, and everyone's favorite late-night host, ice cream lover, and SeriousFun champion, **Jimmy Fallon**. The event honored **Senator Christopher Dodd**, a friend of Paul Newman and longtime champion of SeriousFun whose commitment to the camps has spanned over 25 years.

In London, the stars shone bright at The Roundhouse. Welcoming **Michael Sheen** and **Dame Diana Rigg**, guests were moved by camper and parent stories, as well as musical performances by **David Gray**, and **Kelly Jones** and **Adam Zindani** of **Stereophonics**.

Between the two star-studded events, SeriousFun raised more than \$2.5 million to support the life-changing camps and programs taking place all around the world, all year round.

## Jimmy + Campers + Ice Cream = All the Fun!

The NYC Gala wasn't Jimmy Fallon's only moment spreading the SeriousFun love in 2017. Jimmy invited some SeriousFun campers to his "music room" to perform with him, **The Roots**, **Lindsey Buckingham**, and **Christine McVie** on the Tonight Show.



David Gray



Katie Couric and Julianna Margulies

Tom Hanks



#SeriousFunSuperFan

Jimmy Fallon, along with our good friends at Ben & Jerry's, launched the company's first ever Special Stash flavor of ice cream—Marshmallow Moon—with all of Jimmy's proceeds once again benefitting SeriousFun.



## Camp Comes to Life at The A&F Challenge

Part fundraiser and part festival, more than 4,000 people attended the sixteenth annual A&F Challenge held in September at Abercrombie & Fitch Co.'s headquarters in New Albany, Ohio. The A&F Challenge, benefitting SeriousFun, is the company's largest philanthropic event of the year—and has become the largest SeriousFun fundraiser in the world!

The unique, camp-themed event kicked off with the annual 5K run/walk for adults, and a fun run for kids and families. In addition to raising money and awareness for SeriousFun, guests enjoyed participating in a variety of camp-inspired activities like archery, ziplining, and arts and crafts.

Before the crowd-pleasing performances by The Strumbellas and Bastille, Fran Horowitz, CEO of Abercrombie & Fitch, Co. and Blake Maher, CEO of SeriousFun, spoke about the importance of camp and this unique partnership.

Thank you to the team at Abercrombie & Fitch Co. for hosting this awesome event and for being such generous and creative partners!

CELEBRATING 10 YEARS!  
**Dynamo Camp**  
Right to happiness  
member seriousfun children's network  
founded by paul newman

CELEBRATING 20 YEARS!  
**L'ENVOI**  
Changeons leur vie  
membre de seriousfun

CELEBRATING 25 YEARS!  
**Double H Ranch**  
a seriousfun camp



SMILE #17,006

## ROUNDUP RIVER RANCH

“When I was a camper, this was the first place I felt like I could really be myself and relax and not worry about my Crohn’s disease. I wanted to facilitate that for other kids who feel isolated and different because of their illnesses, and that’s why I want to *stay involved* as a volunteer.”

— Camper turned Volunteer

SMILE #20,117

## THE HOLE IN THE WALL GANG CAMP

“Camp is a getaway, a vacation, and a non-stressful place where I can go to and *make friends* and not feel different or alienated.”

— Camper



The Hole in the Wall Gang Camp, Connecticut

## THE STORIES BEHIND *the smiles*

A smile can be easily overlooked if it's something you see every day—as a greeting, a gesture of appreciation, or accompanying a laugh. But for millions of children and families around the world, smiles can be few and far between as they navigate all of the challenges that accompany a serious illness.

At SeriousFun camps and programs, smiles are what we do best. They are not, to us, frivolous or meaningless—they are evidence that, as Paul Newman once said, “laughter may very well be the best medicine.”

To all of our camps, staff, volunteers, donors, partners, and champions, thank you for helping spread more than a million smiles around the world through camp!





# Braedon

## AND THE POLLMAN FAMILY

Flying Horse Farms, Ohio

**Meet Braedon Pollman and his family.** Braedon was a typical child, until the age of five when a neurodegenerative disease slowly began stealing his ability to function normally. He was later diagnosed with cancer. But Braedon—the youngest of four—isn't just a kid living with illness, he is a longtime camper at Flying Horse Farms, the SeriousFun camp in Ohio. His mother Jill and father Bernd share their family's transformative experience with camp.

"After Braedon's diagnosis, our lives were ones of constant worry and stress. We were always trying to make Braedon's life easier. We hadn't ever considered camp for him because he needs constant care. He'd never spent a night away from us, let alone a week.

But his oncologist recommended Flying Horse Farms, so we tried family camp. We were shocked when the staff invited us to sign Braedon up for summer camp. 'Bad idea,' we said. There was no way.

But somehow, unexplainably, we decided we should give it a shot. Still, we worried the whole time he was gone. How were they caring for him? Was he lonely? We were anxious to pick him up and bring him home.

But he felt differently. 'I wish I could go back in time and just experience it all again,' he said. Wow! To give childhood back to a boy like ours for a full week—it's truly indescribable. So, Braedon did go back...a bunch of times.

One summer, the boys in Braedon's cabin threw him a surprise birthday party at camp—and it wasn't even his actual birthday. And it was

all their idea! They decorated the cabin and everything. Braedon talked about it for months.

Braedon is terrified of boating but, this past summer, a counselor he really connected with got him out in a canoe. 'Did you do a lot of rowing?' we asked. 'Nope—I just prayed,' he said. They didn't make it across the lake before Braedon wanted to head back to shore, but that was ok. It was actually more than ok—it was awesome for him. We've been trying for years to push him a little bit at a time. Sometimes it's just exhausting and we never really know how hard to push him. We love that camp knows precisely how to encourage him without ever pushing too hard.

After camp, his older sisters took him to a theme park and we couldn't believe what happened: Braedon asked to ride a roller coaster. The biggest at the park! He had never done anything so daring. That's the magic of camp. It's given him confidence that he carries beyond its gates.

All we can say is thank you for this camp—it's given our boy the childhood the real world couldn't, and then some. We are just so grateful."



# Laura

**CAMPER-TURNED-VOLUNTEER**

Barretstown, Ireland



**Meet Laura Nicholls, former camper turned volunteer.** After a recent session at Barretstown, the SeriousFun camp in Ireland, she wrote to the Barretstown team to share what the experience meant to her. This is just a portion of what she had to say.

“I’ve been volunteering for quite some time now, but this last camp session will always be special for me. Ten years ago, at the same session during the same week, I first came to camp. I was 14 years old, my hair was just beginning to grow back, and I was scared, shy, quiet, and felt very alone.

I had been unsure about coming to camp—I didn’t trust that the Med Shed would give me the right meds at the right time. I thought from observing everyone on the first day that this was clearly a place for other kids and not for me. But I’m still here, volunteering a decade later, because camp really works.

I just spent the last week with an amazing bunch of teens. I got yogurt fed to me on stage with my hands behind my back. I had face paint on nearly every day. I got soaked with water by some very eager kids with sponges, and I burned off all those potatoes by dancing after every meal. I attempted to speak Swedish, Italian, and Greek. I high-fived more times than I can count! And I laughed so hard that my stomach hurt.

Reflecting with my team on the last night, I was reminded that the impact of camp doesn’t end with the session. If you ever think the kids will forget you, they won’t. If you ever think the kids will go home and back to “normal” life after camp, they won’t. And if you ever think you haven’t made a difference in their lives, trust me—you have.

Every single time I come to camp I feel I am surrounded by people who support me and have my back. I’m genuinely happy and feel I can be completely myself. I still struggle to find the words to fully describe camp. It is just pure and utter magic.

But I had one more amazing experience on my way home. I was at the airport feeling pretty exhausted and was in line for coffee when a man behind me said ‘Do you volunteer at Barretstown?’ I joked, saying, ‘What gave it away?’ wearing full camp gear with my hair a mess and big bags under my eyes. I told him I was just on my way home from volunteering and he went on to tell me that his friend was one of the first kids that camp helped when it opened back in 1994.

I then got to the front of the line and ordered some food and a hot drink. Before I could pay, he said ‘Add my order on to that, and then please charge it to my card.’ I was completely stunned. Immediately I told him that he didn’t have to do that, to which he replied, ‘I know I don’t have to, but you just gave up a week for someone else, it’s the least I can do.’

So, to everyone who makes camp possible, keep being amazing and doing what you do. If camp has had such a huge impact on my life, imagine what it’s doing for every single child that comes through the castle gates.

I’m forever thankful, and always hoping to give back to others what camp gave to me.”



# Sara

MOM OF DESMOND AND ELIANA,  
AND WIFE TO KP

Roundup River Ranch, Colorado

**Meet Sara Yelapaala.** Amongst many things, she's the mom of Desmond and Eliana, and wife to KP. Together, they attend family camp at Roundup River Ranch, the SeriousFun camp in Colorado. These are her words about what the experience means to them.

“Eliana is four and a half. She has a disease called Eosinophilic Esophagitis (EoE) along with dozens of severe food allergies. EoE is a chronic immune condition triggered by a reaction to food that causes an inflammation of the esophagus, the tube that carries food from the mouth to the stomach.

We knew that something was wrong with Ellie, even as a baby. She was diagnosed with EoE as a one-year-old and our life hasn't been the same since. At the moment, she can eat only sugar, water, amino acid-based formula, and white potatoes. She is often sick or in pain, has regular medical procedures and doctors' visits, and takes several medications. We attend regular therapy to work through her frustrations with food and her disease, and have a food therapist to help her learn how to take the volume of formula she needs. We spend hours every day focused on making sure she gets the nutrients she needs to keep healthy.

We've had to dismantle our daily life. So many social activities are centered around food, from birthdays to holidays to play dates and more. We try to deemphasize food and make safe spaces for our daughter.

Last year we came to Roundup River Ranch for our first Family Camp during a GI disorders weekend and it was life-changing. This is the first place Eliana met another child with EoE. It was so great to meet families who understood the anxieties associated with raising a child with severe chronic conditions. Eliana had so much fun; she talked about camp for the rest of the year.

This year we're at a session for campers with EoE specifically. Eliana is only four but she's embarrassed to drink her formula in public. At camp, she enjoys her formula with other kids who are drinking the same thing and has been asking kids to see their g-tubes and learn about it as she may need one in the future. She's also met older children with EoE and knows that she can thrive and be anything she wants.

EoE is pretty rare and Eliana has a very complicated case, but at Roundup River Ranch, Eliana feels like she belongs.”



SMILE #45,608  
**DOUBLE H RANCH**

“At camp, in this *magical* pocket of the world, the hardships and struggles at home or in the hospital don’t matter.

At camp, everyone is just a kid. Each kid celebrating the best week of his or her year.”

— Camper



SMILE #61,748  
CAMP HOPE

“Before camp, my child had denial about his HIV+ status and was afraid to face the future for he did not know what lay ahead. After camp, I noticed that my child has changed and has no problems talking about his HIV status to me. He is the family’s happiest, *bubbling with hope* and confident about his future.”

— Camper Guardian

# 2017 financials

## Support & Revenue

Support	2017	2016
Contributions & Special Events	\$14,280,558	\$13,448,518
Contributions-In-Kind	\$1,309,793	\$4,111,389
Total Support	\$15,590,351	\$17,559,907

Revenue	2017	2016
Dividend, Interest Income	\$106,887	\$103,168
Gains & Losses on Investments	\$137,219	\$46,505
Total Revenue	\$244,106	\$149,673

<b>Total Support &amp; Revenue</b>	<b>\$15,834,457</b>	<b>\$17,709,580</b>
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## Expenses

Program Services	2017	2016
Program	\$10,905,019	\$11,068,484
Contributions-In-Kind Expenses*	\$1,309,793	\$3,517,044
Total Program Services	\$12,214,812	\$14,585,528

Support Services	2017	2016
General Administrative	\$596,545	\$839,335
Development	\$1,572,192	\$1,832,848
Contributions-In-Kind Expenses	\$ –	\$594,345

<b>Total Support Services</b>	<b>\$2,168,737</b>	<b>\$3,266,528</b>
<b>Loss/(Gain) on Foreign Currency</b>	<b>\$(85,362)</b>	<b>\$116,394</b>
<b>Total Expenses</b>	<b>\$14,298,187</b>	<b>\$17,968,450</b>
<b>Total Changes in Net Assets</b>	<b>\$1,536,270</b>	<b>\$(258,870)</b>

**Net Assets at beginning of FY**  
2017: \$8,203,305 | 2016: \$8,462,175

**End Net Assets\*\***  
2017: \$9,739,575 | 2016: \$8,203,305

**January 1, 2017 – December 31, 2017**  
This financial statement reflects total support and revenue for the SeriousFun Children’s Network Support Center, as well as total program and support services provided to camps and programs throughout the Network.

As a result of the generous ongoing funding and patronage provided by Newman’s Own Foundation, and our persistent focus on efficient and responsible use of resources, we are able to continue providing valuable programs and services throughout the Network while honoring the intent of our donors.

\* \$1,309,793 of contribution-in-kind expenses (donated t-shirts, games and craft items) were included in overall program expenses.

\*\* \$4,372,638 of net assets is restricted to programs of net assets restricted to programs; \$1,100,000 is an endowment, the income from which will support campers and counsellorships.

The difference in year-over-year contributions resulted from a \$2.8 million decrease in contribution-in-kind advertising, offset by increases primarily in other contributions. Program Services expenditure decreased mainly due to reduced contribution-in-kind advertising expenses.



SMILE #95,744  
**DYNAMO CAMP**

“Here, we have found reason to *believe* that a better world exists, and it’s given us the strength and energy to face the everyday battles that come our way.”

— Camper Family

SMILE #333,122

## FLYING HORSE FARMS

“Seeing my patients at camp doing the ropes course and swimming and *being silly* really changed how I look at the children, how I interact with them. I am silly with them when they’re in the hospital now. I think camp has put the child back into ‘children with congenital heart disease’ for me, and in many ways has put the child back in me.”

— Dr. Jerry Boyle, Volunteer and Board Member



## THANKS A million!

To all of our partners, donors, staff, volunteers, families, campers, and friends—you mean the world to us! Everything you do to support our mission, spread the word, and not only sustain but advance the work of our camps and programs is vital. We are forever grateful and look forward to celebrating millions more experiences together!

### In-Kind Support

In-kind donations are critical to offsetting a variety of Network and direct camp costs. These donations not only include products and materials, but partners also provide valuable services, expertise, and resources to help strengthen and optimize the functioning of the camps, programs, and the Support Center. Thank you to our partners who donated in-kind products and resources in 2017.

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NEWMAN'S OWN



WYNDHAM  
VACATION OWNERSHIP

SMILE #502,780

## CAMP BOGGY CREEK

“Camp is the only place where I looked up at the *stars* and not wished I was somewhere else.”

— Camper

Camp Boggy Creek, Florida

## Camp Champs

We are grateful to our Camp Champs who support camps and programs by making monthly contributions. A monthly gift, no matter the size, provides a reliable resource to support our year-round camp programs.

### Thank you for your commitment to camps and kids!

Deborah and Mark Archer

Dianna and Curt McDaniels

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### Thank you Wyndham Worldwide Charitable Foundation & Wyndham Vacation Ownership!

SeriousFun Children's Network salutes Wyndham Worldwide Charitable Foundation and Wyndham Vacation Ownership for the incredible support of our camps, programs, and Support Center since 2011. We are grateful for the myriad of ways that Wyndham and its employees have contributed to SeriousFun's mission, through such activities as employee engagement and volunteering; employee and corporate donations; and event sponsorship. From 2011 to 2017, total donations equaled more than \$1.62 MM!

SeriousFun deeply appreciates Wyndham's commitment to making a positive difference in the lives of children living with serious illnesses and their families.



SMILE #634,700  
L'ENVOL

“*Inclusion* meant so much to us. She was cut off from the world at eight years old. Then we fought cancer for the three longest years of my life. L'Envol gave her back a social life that she'd lost. It gave her back her confidence.”

— Camper Mom

## Building the Legacy

Paul Newman was always fond of reminding people that this camp community didn't come into being through his efforts alone. Staff, volunteers, community leaders, and especially donors fuel the efforts to bring SeriousFun to life.

Your generous donation is critical in ensuring the life-changing experience of camp is always offered at no cost to families. Your investment of love yields hopeful children, stronger families, and supportive communities. In doing so, you have become a part of Paul's enduring legacy, while also paving your own.

**Thank you for your selflessness.  
We are truly grateful.**

### \$5,000,000+

Newman's Own, Inc. and Newman's Own Foundation

*Including corporate and foundation grants, as well as Community Partners Program grants made on the recommendation of Lori DiBiase, John Marshall, Lissy Newman, Serena Porcari, Clea Newman Soderlund, and Joanne Woodward.*

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SMILE #811,056

**NORTH STAR REACH**

“My friends here are *like family*.

And my friends accept me for who I am.”

— Camper

North Star Reach, Michigan

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Bátor Tábor, Hungary

**SMILE #695,744**  
**BÁTOR TÁBOR**

“I cannot put it into words and I am endlessly grateful for the lessons I learned from those kids! I will never forget the *memories* I made at camp and I will try my very best to influence everyone around me the way I was influenced, and to bring as much love as possible to everything I do and to teach it the Bátor Tábor way.”

— Volunteer



# CAMP & PROGRAM locations

**NORTH AMERICA:** The Painted Turtle, California | Roundup River Ranch, Colorado | The Hole in the Wall Gang Camp, Connecticut | Camp Boggy Creek, Florida | North Star Reach, Michigan | Double H Ranch, New York | Victory Junction, North Carolina | Flying Horse Farms, Ohio | Camp Korey, Washington

**CARIBBEAN:** Kan Etwal®, Haiti®

**EUROPE:** L'Envol, France | Bátor Tábor, Hungary | Barretstown, Ireland | Dynamo Camp, Italy | Over The Wall, United Kingdom

**MIDDLE EAST:** Jordan River Village, Israel

**AFRICA:** Camp Hope, Botswana® | Camp Addis, Ethiopia® | Camp 'Mamohato, Lesotho® | Camp Hope, Malawi® | Camp Footprints, South Africa® | Sibancobi Camp, eSwatini (formerly Swaziland)® | Sivivane Camp, eSwatini (formerly Swaziland)® | Salama Camp, Tanzania® | Sanyuka Camp, Uganda®

**ASIA:** Camp Lotus, Cambodia® | Camp Rainbow, Bangalore, Batlagundu & Chennai, India® | Solaputi Kids' Camp, Japan | Camp Colors of Love, Vietnam®



## HELP US CONTINUE PAUL'S LEGACY

We are so thankful for all of the donations from supporters and partners around the world—donations that literally change the lives of thousands of children living with serious illnesses.

There will always be children and families who need a dose of camp magic to help them remember that anything is possible, no matter the circumstance.

Please consider helping us make camp possible for generations to come. A planned gift to SeriousFun through your will, trust, or other financial planning tool will ensure that a child tomorrow, or a family years from now, will benefit from camp. It's a powerful and meaningful opportunity.

We would be pleased to provide you further information about the opportunity to make a planned gift in support of SeriousFun.

—  
*Please visit:*  
[seriousfunnetwork.org/plannedgiving](https://seriousfunnetwork.org/plannedgiving)

*or contact Julia Harris:*  
[Jharris@seriousfunnetwork.org](mailto:Jharris@seriousfunnetwork.org)  
*or 203.571.0694*

## SMILE #1,000,000 SOLAPUTI KIDS' CAMP

“My daughter has a neurological disease and an artificial respirator. These restrictions limit her daily activities. But at camp, it's possible for her to ride a horse, explore the treehouse, and so much more. All of these experiences are firsts for her, and they encourage growth.

Camp has helped me realize that we don't have to give up, but rather that we can keep having hope and enjoying life. It's *a dream come true* for our family.”

— Camper Parent



SeriousFun Children's Network Support Center  
228 Saugatuck Avenue, Westport, CT 06880

[seriousfunnetwork.org](http://seriousfunnetwork.org)  
p. 203.562.1203

**SMILE #201,098**

## **THE PAINTED TURTLE**

“Together, we felt like regular kids doing regular kid stuff. I felt carefree and independent. I felt like I could do anything. I felt like I *belonged*.” — Camper

**The Painted Turtle, California**