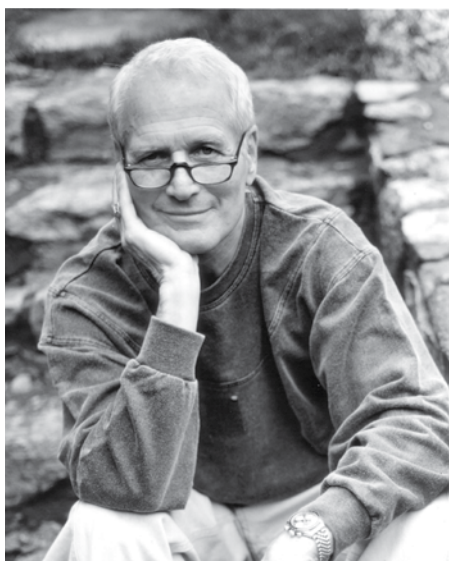


Honoring Paul's *Legacy*



2015 Annual Report

serioösfunSM
children's network
founded by paul newman



Honoring Paul's *Legacy*

“The need is great and so are the opportunities to make a difference, *one smile* at a time.”

—Paul Newman



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seriousfunSM
children's network
founded by paul newman

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www.seriousfunnetwork.org

Dear Friends and Supporters,

A legacy is not what you leave behind. Rather, a legacy is that which you set in motion such that others can take hold and push forward. Last year, we had the pleasure of honoring just such a legacy. Our founder, Paul Newman, made an impressive body of classic films, played numerous theatrical roles, and even conquered the auto-racing world during his lifetime. While these achievements are all part of Paul's history, it is the SeriousFun camps and their impact on children and families that define his legacy. What Paul started back in 1988 sparked a movement of hope, joy and accomplishment that is carried out every day at camps around the world, benefiting thousands upon thousands of children coping with the brutality of illness.

In 2015, during what would have been his 90th year, SeriousFun honored Paul—all that he has done and all the good his legacy continues to do—in grand fashion. Three memory-filled, star-studded galas in New York, Los Angeles and London paid homage to his good works and raised millions to advance the network of camps. Our dear friend Jimmy Fallon joined Ben & Jerry's to launch *The Tonight Dough Starring Jimmy Fallon* ice cream with a portion of the proceeds from the delicious treat supporting our camps. The United States Postal Service celebrated Paul's legacy with SeriousFun by issuing a Forever® Stamp bearing his image. Newman's Own Foundation and Newman's Own made significant financial and in-kind contributions to SeriousFun in support of Paul's vision. In addition, SeriousFun camps around the world hosted celebrations with campers, alumni, families, and supporters to recognize and honor this milestone throughout the year.

The legacy we honor continues to gain momentum every year. In 2015, more than 127,000 children and their family members had the opportunity to experience the magic of Paul's legacy. And since the first camp started almost 30 years ago, the lives of more than 732,000 children and families have been impacted.

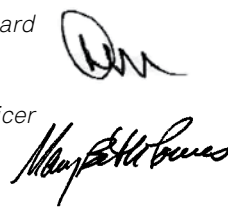
While Paul may have ignited this legacy of hope and love, it is because of you that SeriousFun continues to touch more lives every year. When he took this "leap of camp," Paul always knew help would be needed. By contributing as a donor, volunteer or advocate, you not only add to Paul's legacy, but build your own as well.

Thank you for taking this leap of camp to honor and fuel Paul's legacy. We are so very grateful for your support and commitment to camps and kids both now and in the future.

Sincerely,

Donald J. Gogel,
Chairman of the Board

Mary Beth Powers,
Chief Executive Officer




Board of Directors

Officers

- Don Gogel,** Chairman
Chairman & CEO, Clayton, Dubilier & Rice Holdings, L.P.
- Maurice Pratt,** *Barretstown*, Vice Chairman
Chairman, Unipharm Plc
- John Forester,** Secretary
Executive Consultant; Attorney, Ruder, Ware, Michler & Forester (Retired)
- Mary Beth Powers**
Chief Executive Officer, SeriousFun Children's Network
- Ingrid Milne,** Treasurer
Chief Financial Officer, SeriousFun Children's Network

Directors

- Page Adler,** *The Painted Turtle*
Independent Philanthropy Professional
- Francisco Arango**
Co-Owner, Grupo VIPs
- George Barrett**
CEO, Cardinal Health
- Carolyn Bechtel,** *Victory Junction*
- Laura Chonoles,** Chair,
Global Partnership Program
Finance Executive (Retired)
- J. Patterson Cooper,** *Camp Boggy Creek*
President and CEO, First Bank of the Palm Beaches (Retired)
- Joe Cronly,** *Over The Wall*
BC Partners
- Robert H. Forrester**
President and CEO, Newman's Own Foundation
- John Frascotti**
President, Hasbro Brands
- Georgia Wall Gogel,** *Roundup River Ranch*
Commercial Real Estate Attorney (Retired)
- Maneesh Goyal**
Founder and President, MKG

- Victor Hershaft,** *Double H Ranch*
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- David Horvitz**
Chairman, SouthOcean Capital Partners, LLC
- Eric Karp**
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- Peter Kulloi,** Chair, *Bátor Tábör*
Managing Director, Ca IB Investment Bank (Retired)
- Sara Lahat,** *Jordan River Village*
Philanthropist, U.S. and Israel
- Ray Lamontagne,** *The Hole in the Wall Gang Camp*
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- John Marshall, III**
CEO, Kresge Foundation (Retired)
- Priya Narang**
Marketing Executive
- Tatiana Nourissat-Rosenfeld,** *L'Envol*
Attorney at Law
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- Jill Rappaport**
Marketing Executive (Retired)
- Liz Robbins**
Owner, Liz Robbins Associates
- Tim Rose,** *Camp Korey*
Executive Vice President, Costco
- Robert J. Rukeyser**
Fortune Brands, Inc. (Retired)
- William Sanger**
Envision Healthcare Corporation
- Carole Watkins,** *Flying Horse Farms*
Chief Human Resources Officer, Cardinal Health
- Strauss Zelnick**
Zelnick Media

Lifetime Director: Joanne Woodward

Honoring Paul's Legacy

A legacy is only as valuable as the purpose it carries out. For a man who lived with purpose, a legacy of delivering purposeful play is not only appropriate, but has also become a mission for countless others.

Every day, SeriousFun Children's Network strives to honor the legacy of Paul Newman by creating limitless opportunities for children and families to reach beyond serious illness and discover joy, confidence and a new world of possibilities, always free of charge.

Serving children from more than 50 countries and throughout five continents, the camps, programs, staff and volunteers of SeriousFun Children's Network aim to ensure that every child experiences success and gains the self-assurance to try new and exciting things in a supportive environment.

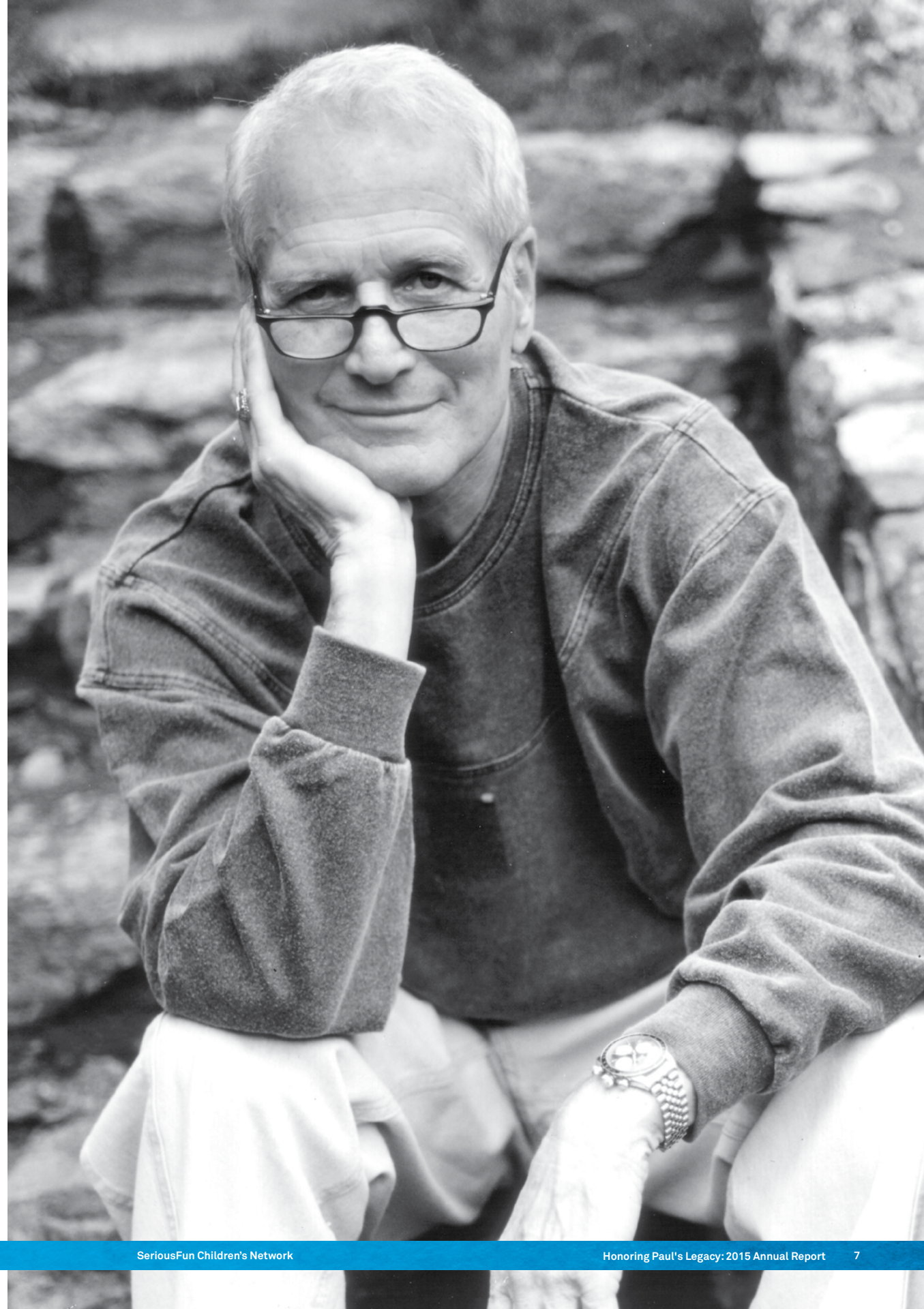
By living this mission every day, the purposeful play provided by the camps, programs, staff, and volunteers continue to honor the legacy of Paul Newman in every way.

A Personal Connection Lives On



“Paul was my very first celebrity client and quickly became a friend and mentor. Over the years, we spent so much time together. He took me under his wing, sometimes teaching me about the “fun” things in life like wine, how to make great popcorn—long before Newman's Own—and even racing. Most importantly, however, he taught me the gift of gratitude and the value of paying it forward. I am forever thankful for his friendship and how he helped shape my own life. What better way to show my gratitude than as a proud supporter of SeriousFun—the network that carries on his legacy. Through the work of this incredible organization, Paul truly lives on and we are honored to be a part of the journey.”

—Jim Markham, Paul's longtime hairstylist, and wife Cheryl, SeriousFun donors





2015 Highlights: You Made It Happen

It was a year of excitement, learning, s'mores-making, sharing, friendship-building, zip-lining, growing, mess-making, training, tie-dyeing, bullseye-hitting, fundraising, goal-scoring, dancing, celebrating, and more. In 2015, SeriousFun gave kids with serious illnesses the chance to be kids again, just like Paul wanted. And the fun was bigger and better than ever!

- » 90,000 children experienced SeriousFun around the globe in 2015
- » 127,000 children and their family members—parents, siblings, grandparents, guardians, and caregivers—got a much-needed dose of SeriousFun
- » Without the help of 26,000 volunteers, none of the programs in 2015 would have been possible (a gigantic thanks to you!)

A Growing Legacy

As we reach more children and families each year, it adds up to a whole lot of lives changed by camp since 1988.

- » 484,000 – total children served
- » 732,000 – total children & family members served
- » 196,000 – number of volunteers that made it all possible

Delivering Camp

- » The Global Partnership Program (GPP) welcomed three new programs—in Kenya, Swaziland and India, respectively—to the SeriousFun family in 2015. Also, GPPs in both Haiti and Paraguay launched family weekends for the first time—an important complement to the camper and family experience.
- » After several years of working with our partner *Sentebale* to serve children in Lesotho through the traditional GPP model, *Camp 'Mamohato* officially opened a purpose-built campsite in November. His Royal Highness Prince Harry of Wales was on hand for the launch and singer-songwriter and actress Joss Stone led the first campfire song at the camp's outdoor amphitheater.
- » Through conferences, peer visits, staff exchanges, and webinars, more than 500 camp staff—including CEOs, Medical Directors and Directors of Development—received training and shared best practices in the Network's ongoing effort to elevate capacity and deliver camp with excellence.
- » *Dynamo Camp* in Italy, *Over The Wall* in the United Kingdom, *Camp Hope* in Malawi, *Sanyuka Camp* in Uganda and *Camp Lotus* in Cambodia all passed the SeriousFun criteria process, demonstrating their utmost dedication to maintaining and monitoring safety and quality of camp operations in their respective countries.
- » Twelve camps were awarded a Network Improvement Grant in 2015, totaling \$466,597. These grants are designed to improve accessibility, upgrade facilities and provide training for staff.



Fueling Camp

100%

Percentage of donor gifts that directly benefit the children we serve

A generous \$4 million contribution from Newman's Own Foundation, along with contributions from SeriousFun's Board of Directors, underwrote all of the operating costs of the Support Center, making this possible.

\$13.8 MILLION

Dollars raised by the Support Center for SeriousFun Children's Network in support of camps and programs

A total of \$8.1 million was distributed to camps in 2015 through direct disbursements and restricted grants. A portion of the funding raised in 2015 will be disbursed in 2016 to support restricted grants taking place across calendar years.

NEW YORK • LOS ANGELES • LONDON

During what would have been Paul's 90th year, celebrations honoring his birthday and legacy took place around the world. Campers showed their affection through summer celebrations, while camps themed their local fundraising galas in honor of Paul. SeriousFun honored Paul's legacy with three star-studded galas in New York, Los Angeles and London, netting \$2 million in support of camps.

- » In the summer of 2015, new partner **Abercrombie & Fitch** sent 34 associates to *Barretstown*, *Flying Horse Farms*, *Over the Wall* and *The Painted Turtle* to volunteer for a week. The partnership also included outfitting all SeriousFun camps with 45,000 custom T-shirts for campers, staff and volunteers, and sponsorship of our 2015 series of galas.
- » **Niagara Bottling** increased their support of water-related programs and outreach in hospitals for eight U.S. camps with a grant totaling \$474,000.
- » **Wyndham Worldwide** donated \$359,000 to SeriousFun in 2015, through charitable efforts of its Wishes by Wyndham Foundation and the generosity of its employees. This wonderful gift is just part of their longstanding support of camps, now totaling more than \$2.2 million, in addition to in-kind gifts. This six-year partnership has enabled thousands of children and families to experience camp—entirely free of charge.

“I am a lot more confident now. I do not fear challenges; I would even say I seek them. At camp I learned the awesome feeling of doing something new, something that is difficult. I would say that **my whole view on life has changed** in this regard.”

—Peti, Camper Alumni, *Bátor Tábó*



Sharing Our Story



- » In 2015, SeriousFun received 550 media placements resulting in more than 1.8 billion media impressions. This phenomenal media coverage included the following highlights: *The New York Times* and *People* magazine featured the New York gala; Ben & Jerry's launched Jimmy Fallon's new flavor benefitting SeriousFun on *The Tonight Show*; and Danny DeVito appeared on *The Jonathan Ross Show* on ITV to share his passion for camps.
- » Thanks to the generosity of various media organizations, SeriousFun's Public Service Announcement received more than \$5.1 million worth of donated placements, putting the positive message of camp in front of families everywhere.
- » SeriousFun's digital footprint continues to grow with a 38% increase in followers across Facebook, Twitter and Instagram and a 125% increase in e-mail subscribers over the past year.
- » In 2015, the reach of our network and camp newsletters increased to more than 208,000 supporters, donors, families and volunteers.

“I love Victory Junction, because **I feel like I belong**. I don't feel different because of my illness. Everyone can relate to one another, because we are all dealing with the same thing. I am not the only person dealing with sickle cell disease.”

—Sheridan, Camper, Victory Junction



“This is my only chance to feel like a normal kid. My life has always been full of sickness and being different. **Camp means normal.**”

—Elissa, Camper, Victory Junction



What a Dough-Nation!

I scream. You scream. We all screamed this year when the amazing, awesome, hilarious, and super-generous Jimmy Fallon chose SeriousFun as the charitable partner for his new Ben & Jerry's ice cream flavor, *The Tonight Dough starring Jimmy Fallon*. After all, ice cream and camp go hand in hand. The flavor has quickly become one of Ben & Jerry's most popular. Beyond donations, the ice cream features SeriousFun's name on the package, exposing millions of people to the amazing brand and mission of SeriousFun Children's Network.

In the end, all that dough-y deliciousness is helping children with serious illness experience camp—free of charge. Thanks, Jimmy! Thanks, Ben & Jerry!



Celebrating Paul's *Legacy*

Friends and supporters of SeriousFun camps united at gala celebrations in New York, Los Angeles and London to honor Paul Newman's enduring legacy in what would have been his 90th year. Through heartfelt stories and musical tributes, the galas, produced by Lou Adler and Kevin Duncan, celebrated the remarkable impact Paul's legacy continues to make for children and families served by SeriousFun camps.

NEW YORK



Thanks to Newman's Own Foundation for its generous support to camps and programs around the world since the Network's inception.

LOS ANGELES



LONDON

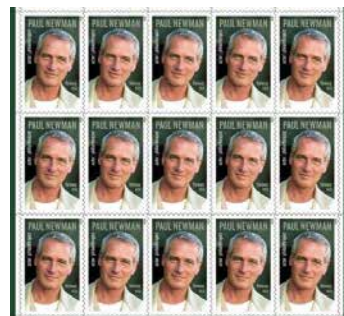
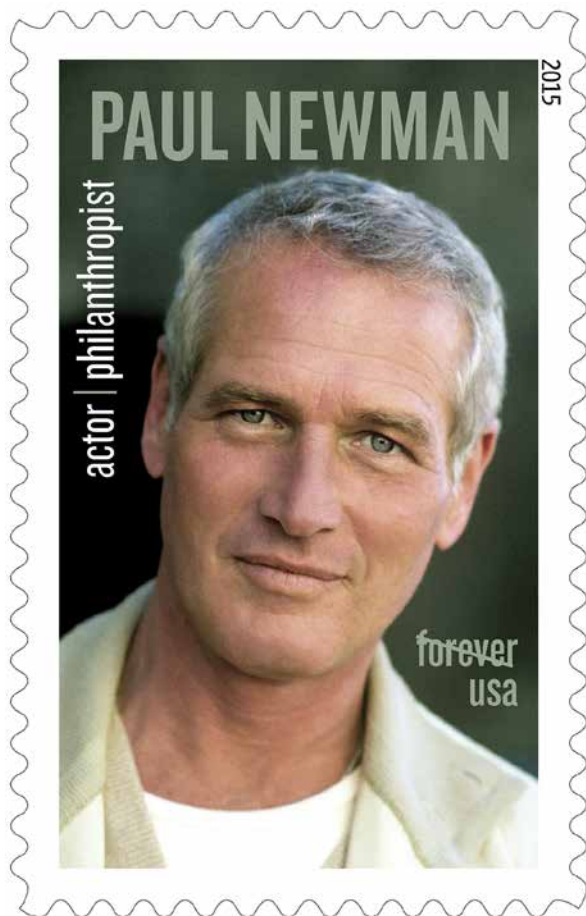


Thanks to Abercrombie & Fitch, proud corporate partner for the gala series.

Stamp of Approval

The **United States Postal Service** issued a Forever® Stamp to honor the legacy of SeriousFun founder, Paul Newman. The stamp was unveiled at an official First-Day-of-Issue ceremony in Cleveland, OH, near Newman's birthplace, on September 18, 2015.

A narrative about Paul's lifetime of philanthropic endeavors, including SeriousFun, is included on the back of the stamp sheets. The stamp offers inspiration to all who see it to follow Paul's example of selflessness and generosity.



Packed With Goodness

In 2015, during what would have been Paul's 90th year, **Newman's Own** released specially-branded packaging for its lemonade, pasta sauce and frozen pizzas showcasing the impact of SeriousFun Children's Network. As a result, millions of people were able to learn about Paul's tremendous legacy of providing for children with serious illnesses and their families.



Inspired to Serve

Last year also marked another impressive milestone: the 20th anniversary of a thriving partnership between **Phi Kappa Tau** (PKT), Paul Newman's fraternal organization (Ohio Univ., '43) and SeriousFun Children's Network.

Over the years, thousands of PKT brothers have followed Paul's example in leadership and service by volunteering at camps across the United States. The organization and its members have also generously donated more than \$1,100,000 during that period, creating opportunities for children to experience the joys of a SeriousFun camp.





A Worldwide Legacy

It's amazing to think that in just 27 years, Paul's simple idea of a camp for children facing illness has spread around the planet. There are now camps and programs from Washington and Florida in the U.S. to Uganda and Japan. What's more, the SeriousFun experiences that happen at camp in Ohio, India or Ireland feel remarkably similar. The songs, games and ceremonies may be different, but the approach and impact draw from the same thread: Deliver joy, confidence and a new world of possibilities to kids who need it most. That's the universal power of SeriousFun.



global
partnership
program

Camp 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 Corey, Washington | **LATIN AMERICA:** Huantiknemi Campamento, Mexico* | **CARIBBEAN:** Kan Etwal, Haiti | **SOUTH AMERICA:** Campuka, Paraguay*

* Global Partnership Program ◆ In development

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 Sunburst, Kenya* | Camp 'Mamohato, Lesotho* | Camp Hope, Malawi* | Just Footprints, South Africa ◆ | Sibancobi Camp, Swaziland* | Sivivane Camp, 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*

2015 Financials

January 1, 2015–December 31, 2015

This information reflects the financial statement for total support and revenue for SeriousFun Children's Network, as well as total program and support services provided to camps and programs through the network.

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



Support & Revenue

	2015	2014
SUPPORT		
Contributions & Special Events	\$11,559,916	\$12,470,070
Contributions In-Kind	\$6,277,536	\$8,128,008
Total Support	\$17,837,452	\$20,598,078
REVENUE		
Dividend, Interest Income	\$101,564	\$166,759
Gains & Losses on Investments	\$(80,693)	\$(109,562)
Other Income	-	-
Total Revenue	\$20,871	\$57,197
TOTAL SUPPORT & REVENUE	\$17,858,323	\$20,655,275

Expenses

	2015	2014
PROGRAM SERVICES		
New Initiative & Global Programs	\$2,643,498	\$2,200,309
Existing Camps	\$9,168,967	\$9,177,843
Contribution-In-Kind Expenses*	\$5,903,000	\$6,706,947
Total Program Services	\$17,715,465	\$18,085,099
SUPPORT SERVICES		
General Administrative	\$547,151	\$427,608
Development	\$1,992,667	\$2,347,814
Contribution-In-Kind Expenses*	\$374,536	\$1,421,061
Total Support Services	\$2,914,354	\$4,196,483
TOTAL EXPENSES	\$20,629,819	\$22,281,582
Net Assets at beginning of FY	\$11,336,822	\$13,011,203
Ending Net Assets**	\$8,462,175	\$11,336,822

* \$6,277,536 of contribution-in-kind expenses (donated media time and t-shirts) were included in overall expenses (program services \$5,903,000 and support services \$374,536).

** \$6,721,910 of this is currently restricted for programs. Decrease in reserves reflects spend down of large gifts from prior years, as per donor intent.

The primary differences in year-over-year contributions result from a \$1.85 million decrease in contribution-in-kind advertising (Public Service Announcement Placement) and a \$1.7 million decrease in funding from Newman's Own Foundation who gave a year end gift to all camps and programs in 2014 which was not repeated in 2015.

Program Services expenditure decreased due mainly to reduced contribution-in-kind expenses, offset by an increase in funding for services offered through our New Initiatives & Global Partnership Program.

You are Paul's Legacy

Paul 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 to ensure that the life-changing experiences of camp are 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 to you.

\$5,000,000+

Newman's Own Foundation

Including grants recommended by John Everets, Robert Forrester, Lissy Newman, Clea Newman Soderlund, Serena Porcari, and Joanne Woodward under the Foundation's Community Partners Program.

\$1,000,000+

Abercrombie & Fitch Management Co.
The Hole in the Wall Gang Fund, Inc.

\$500,000+

Niagara Bottling, LLC

\$250,000+

August A. Busch III Charitable Trust*
Ben & Jerry's Homemade, Inc.
Charitable Lead Annuity Trust
under the Will of Louis Feil
Jimmy Fallon*
Don Gogel and Georgia Wall Gogel
Gordon Cooper Foundation*
GSK

\$100,000+

Cindy and Rob Citrone
Jami Gertz and Tony Ressler
Hasbro Children's Fund
Newman's Own, Inc.
Phi Kappa Tau
Susan and Eric Smidt
Clea Newman Soderlund and Kurt Soderlund*
The A.L. Mailman Family Foundation, Inc.*
Joanne Woodward*
Wyndham Worldwide Charitable Foundation

\$50,000+

Anonymous
Francisco Arango*
Wendy Belzberg and Strauss Zelnick
David & Francie Horvitz Family Foundation
First Eagle Investment Management Foundation
Houghton Mifflin Harcourt
Yvette and Peter Mulderry
Carolyn Clark Powers
Jill and Alan Rappaport
Rolex Watch U.S.A. Inc.
The Devlin Foundation*
Universal Music Group

\$25,000+

Tom Amster
Anonymous
Anonymous
Claude Bernstein
Bloomberg Philanthropies
BNY Mellon
Broadway Cares/Equity
Fights AIDS
Community Health Charities
Joan Ganz Cooney
Judy and Jamie Dimon
Sarah and Ariel Emanuel

Envision HealthCare Corp
Galliard Homes
Erika J. Glazer
Jon and Mindy Gray
Home Box Office, Inc.
Kim and Dan Huish
Lara Lohr
London Stock Exchange
Group Foundation
Isabel and Peter Malkin
Cheryl and Jim Markham,
ColorProof Evolved Color Care

Susan and Don Mazzoni
Michaels Stores, Inc.
Robert Moritz,
PricewaterhouseCoopers
Ann and Jerry Moss
Mr. and Mrs. William A. Sanger
David Stirling
The Marc Haas Foundation*
The Starr Foundation
The Xerox Foundation
Jan and Steve Zide

\$15,000+

Cain Hoy Enterprises
Laura and Andrew Chonoles
Diane and David B. Heller
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Betsy Weiser and Eric Karp
Zsuzsa and Peter Kulloi

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Barbara and Roy March
Vittorio Pignatti Morano
Catherine Orridge
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Leah and Bob Rukeyser*
Intesa Sanpaolo

Nancy and Jeffrey Serkes*
The Dominique Cornwell and
Peter Mann Family Foundation
The Little Gym International Inc.
Audrey and Ken Weil
Jennifer and Michael Whitman

\$10,000+

20th Century Fox
Lisette Ackerberg
Sharron and Byron Anderson
Anonymous*
Deborah and Mark Attanasio
Glenn August
Deborah Neimeth and
George Barrett*
Banca Generali
BC Partners Foundation
Paul Bernstein
Laura and Lloyd Blankfein
Kate and Arthur Coppola
Dalio Family Foundation, Inc.*
Eloise and John Paul DeJoria
DeMartini Family Foundation
Melanie Shorin and
Greg S. Feldman
Samantha and
Jonathan Firestone

Sharon O'Connor and
John Frascotti*
Wes Fuller
Steve Gaggero
Ken Giuriceo
Goldman Sachs Gives
Lisa and David Hernand
Hudson Pacific Properties
Joanne and James Hunter
Lynn and Craig Jacobson
Christine and Jordan Kaplan
Kleinberg, Kaplan, Wolff
& Cohen, PC
Jamie Alter Lynton and
Michael Lynton
Martin Foundation*
Julie and Ken Moelis
Polo Ralph Lauren Foundation
Renee and Mark Rockefeller*
Ellen R. Marram and
David A. Ruttenberg

Silicon Valley
Community Foundation
Kathy and Alan Starkoff
Alice and James Storey*
Julie and Hugh Sullivan
Sun Shine On You Foundation
The Crown Robinson Family
The Charles A. Mastronardi
Foundation
The Eric D. and Steven D.
Hovde Foundation
The Jena and Michael
King Foundation
Carole Watkins and
Craig Woods*
Joan and Charles Weissman
Judy and Josh Weston
Xilinx Community Fund



100% of gifts are directed to camps and programs because **100%** of our operating costs are generously underwritten by Newman's Own Foundation and a small number of dedicated, general fund donors.

\$5,000+

Naila Althani
 Anonymous
 Mark John Arnold
 Christine Baltas
 Barilla America
 Lisa and David Barse
 Blue Shield Of California
 Kingsley Borrett
 Andrew Boyd
 Elizabeth and John Brady
 Jonathan Brandt*
 Shelly and Larry Brown
 Boxer Wachler Family Trust*
 Cardinal Health Foundation
 Melanie Cook and Woody Woods
 Joe Cronly
 Anthony Diamandakis
 Terry and John Forester
 Barb and Mark Galantowicz
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 Steve Garten
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 Joan and John Hotchkis
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 Vicki Iovine and David Coiro
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 Vicki and Frank Kastory*
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 Diana and John E. Marshall III*
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 Northrop Grumman Corporation
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 David Novak
 PayPal Gives Corporate
 Advised Fund at Silicon Valley
 Community Foundation
 Phi Kappa Tau Upsilon Chapter—
 Nebraska Wesleyan University
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 Alex Powers
 William Powers
 Maurice and Pauline Pratt
 Roberto Quarta
 Jonathan Quin

Lynda and Stewart Resnick
 Joseph Rice
 Nancy and Henry Schacht
 Susie and Rick Schnall
 Michelle Schwartz
 Kim and Richard Selby
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 Anne Stevens
 Susan Weatherley Family
 Charitable Fund*
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 Impact Fund
 The David Geffen Foundation
 The John W. Carson Foundation
 The Monahan-Couric
 Family Foundation
 Toyota Motor Sales USA
 UCSF Medical Center
 Van Konynenburg Foundation
 Vanlaw Foods
 Kelly Vlahakis-Hanks,
 Earth Friendly Products
 The Wallman Family
 Elizabeth and Anthony Werley*
 Wilf Family Foundation
 Patricia and Burgess Winter
 John and Theresa Welsh
 Zunda Group LLC

“The idea of helping to open up such joyful experiences for kids with serious illnesses worldwide was immediately appealing. **We were—and continue to be—thrilled by the growth of SeriousFun and are delighted to play a part in supporting it.**”

—Polly & Andrew Leaf, Camp Champs since 2010



\$2,500+

Ilana and David Adelman
 Patricia Agatisa and Jerry Boyle
 Aleris
 Michael Ambrosino
 American Century Investments
 Ann and Richard Sarnoff
 Family Foundation
 Appaloosa Management
 Darren James Arnold
 Rosemary G. and John Ashby*
 Shamil Bakhtiyarov
 Harvey Bell
 Emily and Joseph Berry
 Ann and Kenneth Bialkin,
 Bialkin Family Foundation*
 Sally and Frank Bond
 Bristol Myers Squibb Foundation
 Madelyn Bucksbaum
 Captain Kevin Llorente
 Memorial Foundation, Inc.*
 CardWorks Acquiring—
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 David Chavolla*
 Cheeseboy: Grilled Cheese To Go
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 Matthew J. Mallow
 Citron Cooperman & Company
 Shelley Cole
 Helena Sprenger and
 Paolo Colombo
 James Cooper
 Patricia and J. Patterson Cooper
 Debra and Claudio Del Vecchio
 Wendy and Matt Dell Orfano

Discover A Star Foundation
 Stefano Donati
 Wendy and Hugh Durden
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 Joan and George Hornig
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 Burton Kassell
 Nancy Fisher and Marc Kirschner
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We are proud to recognize donors marked with an * as members of the Campfire Circle. Thank you to these individuals, who have made a gift of \$1,000 or more to our annual fund. To learn more, please contact Allison Csonka at 203-571-0686 or acsonka@seriousfunnetwork.org.

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!

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In-kind Support

From camp essentials to technical expertise, in-kind donations offset direct camp costs or bring new resources to strengthen operations. We would like to acknowledge the following organizations for their significant in-kind contributions of goods or services provided in 2015.

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Space limitations preclude us from listing all of our donors. This list recognizes those who have donated \$1,000 or more between January 1, 2015 and December 31, 2015.

Every attempt was made to include and list each donor accurately in this report. If we made an error, please accept our apologies and let us know. Please contact Allison Csonka at 203-571-0686 or aconsonka@seriousfunnetwork.org, so that we can make corrections for future publications.



Establishing *Your* Legacy

What have you done in your lifetime to secure a sound future for the next generation? We think about this question often. After all, there will always be children dealing with serious illnesses. There will always be families needing support to cope with their child's circumstance.

Part of our sustainability efforts are focused on this question, because we know that tomorrow there will be a need for camp, and yet tomorrow is too late to begin planning for it. That is the essence of legacy—acting today to better the future.



What will *your* legacy be?

Once you've provided for your loved ones, please consider making the "gift of a lifetime" for others. 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 www.seriousfunnetwork.org or contact Julia Harris at jharris@seriousfunnetwork.org or 646-259-4413.



The *Legacy* of Camp.

The *Empowerment* of Experience.

When most of us think about camp we think of a certain rite of passage we have as kids: summertime friends, s'mores around the campfire, bunk beds, bug juice, practical jokes and maybe being away from our parents for the first time.

The experience at any of the SeriousFun camps is about all these things too. For children with serious medical conditions—kids who spend so much of their lives being told about what they can't do—SeriousFun is about belonging and being told “yes, you can” instead of “no, you can't.” Camp is about feeling empowered and, maybe for the first time in your young life, hopeful about your future.





seriousfunSM
children's network
founded by paul newman

For general inquiries, please send an email to:
info@seriousfunnetwork.org



www.seriousfunnetwork.org

SeriousFun Support Center
228 Saugatuck Avenue
Westport, CT 06880
p 203.562.1203