Honoring Paul’s Legacy

2015 Annual Report

serioussfun™ children’s network
founded by paul newman
“The need is great and so are the opportunities to make a difference, one smile at a time.”

—Paul Newman

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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

Victor Hershaf t, Double H Ranch
Chairman, Saxo Borse Group (Retired)
David Horvitz
Chairman, SouthOcean Capital Partners, LLC
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Senior Advisor, Oak Hill Advisors, L.P.
Somesh Khanna
Director, McKinsey & Company
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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
President and Co-Owner, The Encore Company
John Marshall, III
CEO, Kresge Foundation (Retired)
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Marketing Executive
Tatiana Nourissat-Rosenfeld, L’Envol
Attorney at Law
Serena Porcari, Dynamo Camp
Jill Rappaport
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Owner, Liz Robbins Associates
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Executive Vice President, Costco
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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.

A Personal Connection Lives On

According to Jim Markham, Paul’s longtime hairstylist, and wife Cheryl, SeriousFun donors

“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
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.

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
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 Tábor
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—for free. Thanks, Jimmy! Thanks, Ben & Jerry!
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.

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

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.
Camp Locations


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 | 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

* Global Partnership Program  ♦ In development
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

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

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

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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.

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
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Barilla America
Lisa and David Barse
Blue Shield Of California
Kingsley Borrett
Andrew Boyd
Elizabeth and John Brady
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Shelly and Larry Brown
Boxer Wachler Family Trust*
Cardinal Health Foundation
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Joe Cronly
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Terry and John Forester
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Michael Goldberg
Emma Goltz
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The David Geffen Foundation
The John W. Carson Foundation
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Debra and Claudio Del Vecchio
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Joan and George Hornig
HSBC
Tanya and Michael Inwald
Lynn and Donald Janklow
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State of Connecticut
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Rachel Summers
Kai Tao
The Mazursky Family Foundation
Tikkun Olam Steinberg Foundation
Carolyn and David Wasserman
Greg A. Willinger
Debra and Barry K. Schwartz
Peggy Siegal
Ken Ziebelman

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
$1,000+

Ace Foundation
Aetna Foundation
Ed John Ainsworth
Shezad Aliaula
Chris Allen
Alta Strada-Wellesley LLC
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Sheryl Amster
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Richard Bayles
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Tracey Bregman
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Pat Conlon
Hilary Conway
J. Cooper
Sandra Cooper
Judy Cox
Charles E. Crew
Janine Cristiano
Matt Cwiertnia
Kathleen Dalecio
D. Ronald Daniel
Dell Employee Engagement
Fund at Silicon Valley
Community Foundation
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Lauren and Richard Donner
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and Oliver Edelson
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Karen and Lorry Franklin
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Laura Gilman
Lia Gore
Douglas Gorenstein*
Maneesh Goyal and
Andrew Wingrove
Andy Harries
Allison Havey
Beverly Hess
Winnie Holzman and
Paul Dooley
Brett Hoyland
Kennedy Hufford
ICG Advisors
Jill and Ken Issel
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Jane and Ronald Jenny
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Dianne and Richard Jones
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Beth Karmin
Vassillis Katsoos
Meredith and Mitchel Katz*
David Keeve
Richard Keller
Lucinda Knuth*
Kieran Kobell
Michael Koenigs
Christopher Koenigs
Kathi Kol
Lake Louise Campground
Gail and Paul Le Noble*
Marley B. Lewis
Norbert Lieder
Kimberly Lu and
Linda Thompson Music
Andrew Lobb
Mary and Robert Long
Gary Love
Henrik Matsen
Federica Marchionni
Adria and Pedro Marti
Lauralee and Scott Martin
Sandra Martinez
Wendy and Nick Masi
Nancy and Matt McKenna
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Jan Mol
Peter L. Neumeier*
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Jan Mol
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Corporation Foundation
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Allison and Bennett Rosenthal
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Hani Shafi
Stephen Shapiro
Byram Shaw
Sandy Sherman
Sherman Oaks Womans Club
Maria Shriver
Deena and Martin Singer
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Julie Gilbert and Aaron Sones
Nikos Stathopoulos
Flavio Stellini
Ellie and Marc Stern*
Allison Stimson
Sheila Stotts
Victoria Sutherland
Melissa Sutphen
Symantec Employee Engagement
Fund at Silicon Valley
Community Foundation
James Taylor*
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!

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.

Abercrombie & Fitch
Hasbro
Newman’s Own
Plaid

Tarkett
Wyndham Vacation Ownership
Reckitt Benckiser

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 acsonka@seriousfunnetwork.org, so that we can make corrections for future publications.

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

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

www.seriousfunnetwork.org