

More than a *Place*



2019 ANNUAL REPORT



seriousfunSM
children's network
founded by paul newman

More than a Place



When Paul Newman opened the first **SeriousFun Children's Network** camp in 1988 – he envisioned a place where children with serious illnesses could escape the pain and fear of their condition and just be a kid.

This camp, and the camps and programs that it would inspire around the world, would be bright and encouraging.

They would be inspiring and inclusive.

And because every child and every family face their own unique challenges, they would be free of judgement and free of charge.

And whether or not Paul ever really knew it, these camps would be so much more than a place.

More than a circle of cabins in the woods.

More than a week away from home.

They would be a beacon of hope for children living with serious illnesses and their families.

And because Paul Newman knew that the fear, isolation, and brutality of these conditions knows no geographic, social, or economic boundaries – he wanted to ensure that SeriousFun camps and programs would offer these life-changing experiences for kids all throughout North America, Europe, Africa, Asia, and the Caribbean.

In the 30+ years since that first camp opened, SeriousFun camps and programs have delivered more than **1.3 MILLION** camp experiences to

children and families from more than 50 countries, totally free of charge —

Experiences where ziplines reveal confidence

Cabin chats create friendships

Stage nights unleash independence

And every minute is a moment of “**YES I CAN**”

So yes, camp may be a place – but at SeriousFun, we believe the power isn't in the place – it's in the feeling that anything is possible. That is what makes camp what it really is: **MAGIC**.



The Hole in the Wall Gang Camp, Connecticut

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Board of Directors



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Corporate Executive Attorney,
Ruder, Ware, Michler & Forester
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- Justin Fusaro**
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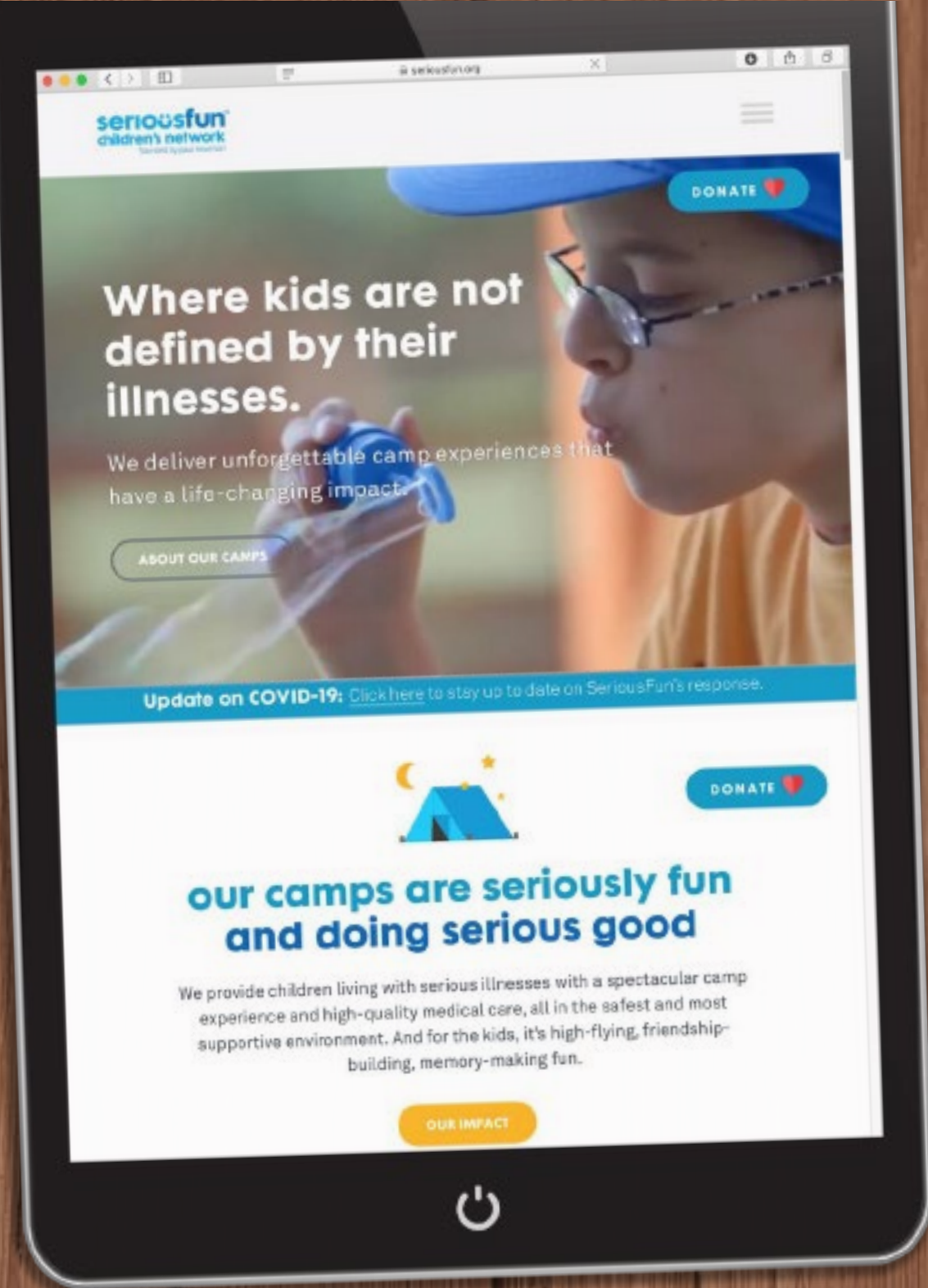
DIRECTORS

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CEO, Barretstown
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- Emad Bibawi**
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- LIFETIME DIRECTOR**
- Joanne Woodward**





Dear Friends of SeriousFun,

It's incredible how quickly another year goes by – and how, in an even shorter amount of time, the entire world can be turned upside down. As we look back at the tremendous achievements of our Network in 2019, I would be remiss if I did not recognize the extraordinary circumstances in which our Network, camps, families, caregivers, supporters, and communities have been living our lives and continuing to carry out our mission in 2020.

The COVID-19 pandemic disrupted everything we hold dear – our health and safety, our connection to friends and loved ones, our support systems, and our livelihoods. The sense of stability SeriousFun camps strive to provide to our campers and families, when they are already feeling their most vulnerable, was seemingly shaken to its core. But, as has always been the case with our camps, in times of great adversity we find the inner strength and determination to achieve even more in the service of our mission. Because, as we have all come to know – the magic of camp is not in the place, it lives in the hearts, minds, and spirits of all who come together to celebrate the joy, hope, and friendship it inspires.

And while there is so much to say about the work our camps and programs have been doing during this incredibly uncertain time, we should not overlook the impressive work that took place in 2019 and the impact it continues to have on those who we serve. In 2019,

SeriousFun delivered more than 157,000 residential camp and outreach experiences to kids and families all around the world, which means we also delivered as many moments of hope, happiness, and assurance to kids, parents, and caregivers who wanted nothing more than to experience the magic of camp like so many other kids without illness do.

Additionally, when speaking of our ability to carry out our mission – in both good times and those which are more challenging than we could ever expect – we must recognize the smart, dedicated, and all-around remarkable people who bring our mission to life. Each year, our highly trained staff and volunteers make safety, inclusion, and fun their highest priority. In particular, I would like to acknowledge the more than 30,000 volunteers who offer endless energy, creativity, and care to help ensure our campers have the special childhood moments and friendships they deserve, moments that have the power to lift them into their futures.

So, as we look back at all the special SeriousFun moments of 2019 and look forward to the future we will build together, I would like to ask one thing of you. Please remember that our Network, camps, and programs are built on a vision of generosity and gratitude – the generosity you show in reaching out your hand to kids and families who need respite from the relentless illness, isolation, and fear they live with every

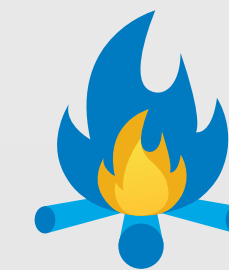


day, and who show the gratitude they feel with every well-earned smile.

Because camp is surely more than place, it is a belief that together, we can make the world better, in Paul Newman's words, "one smile at a time."

Best,

Maurice Pratt
Board Chair
SeriousFun Children's Network



2019 Impact

MEDICAL CONDITIONS SERVED

SeriousFun Children's Network is the leading community of medical specialty camps, serving children living with more than 50 different medical conditions, as well as a number of rare conditions. Each year, the camps and programs are working to offer the camp experience to even more children, including expanding sessions to allow more participants and addressing the needs of those children living with rare diseases and specialty conditions, as well as those campers needing a higher level of care.



Volunteers supported camp programming, outreach, and fundraising



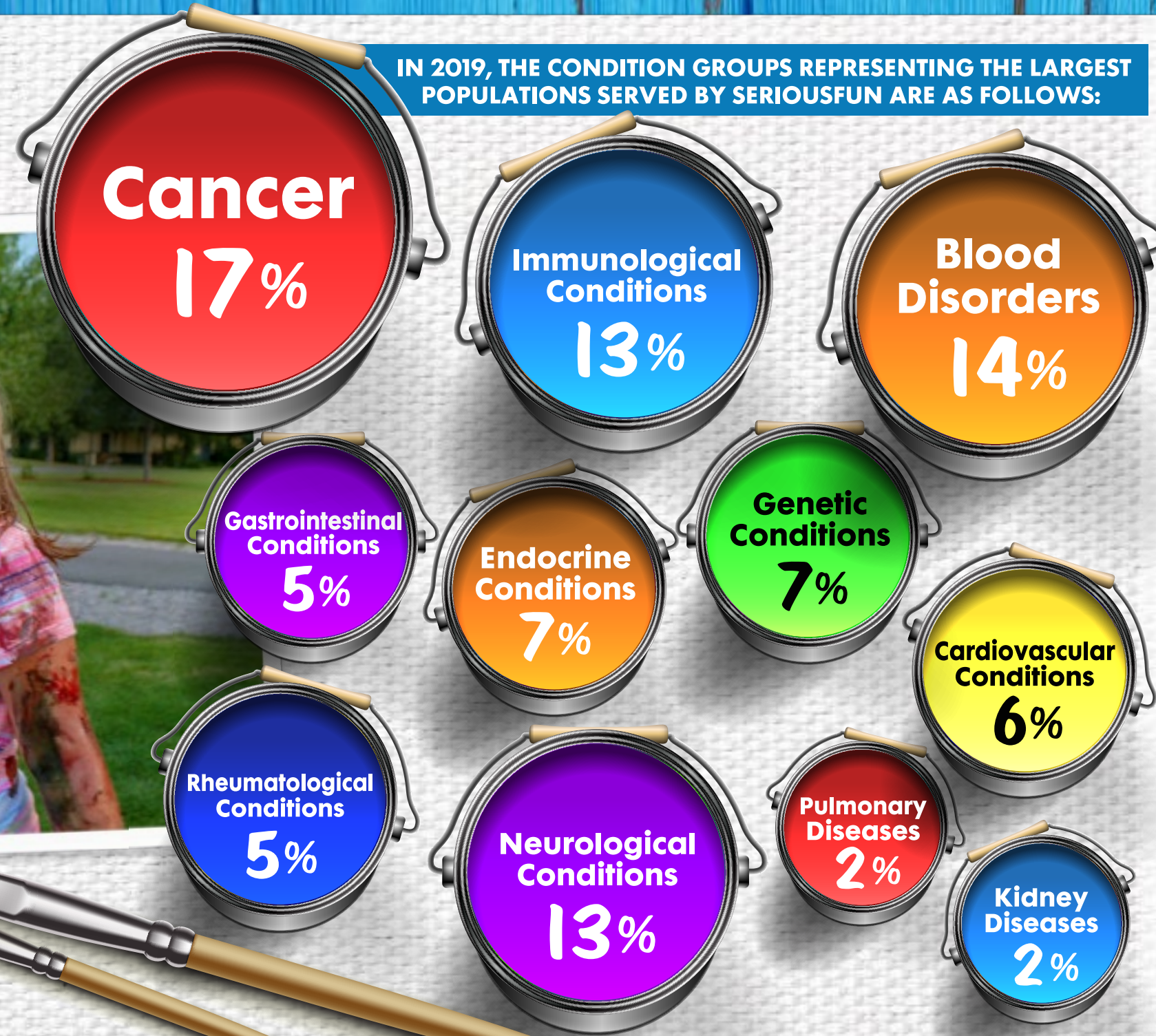
Life-changing experiences for children and family members served since the first camp opened in 1988



Experiences for children living with serious illnesses and their family members



IN 2019, THE CONDITION GROUPS REPRESENTING THE LARGEST POPULATIONS SERVED BY SERIOUSFUN ARE AS FOLLOWS:



Creating camp Magic



15
years



20
years



25
years



CELEBRATING THE MAGIC OF OUR MISSION

Congratulations to our Member Camps which celebrated these remarkable milestones in 2019.

CREATING CAMP MAGIC

Ask anyone who has participated in a SeriousFun camp or program what makes it so special and the answer will be as different as the individuals themselves. That's why we just call it "camp magic."

Camp magic is the ability for kindness, inclusivity, and positivity to overcome anything that challenges you, might be perceived as limiting you, or make you ever doubt that you are deserving of anything than less than all life has to offer.

Camp magic is greater than any illness, stronger than any circumstance, and more powerful than any doubt. And the most important thing about camp magic is that you take it with you, wherever you go.

seriousfun
children's network
founded by paul newman



State of the Strategy



In 1988, I picked up a copy of LIFE magazine and read an article about Paul Newman opening up a camp for kids with serious illnesses in Connecticut. I sped through the article, growing more excited with each paragraph I read, something about Paul's vision igniting a spark inside me. I spent the next two weeks locating a phone number for The Hole in the Wall Gang Camp (this was pre-internet!). Like many others who heard about a famous actor opening up a camp for kids with cancer and other life-limiting conditions, I wasn't sure what to expect from such a place. But it seemed inspiring. It seemed necessary. And, as a recent college graduate, it sounded like something unique and vital that I wanted to just be a part of.

Just be a part of...

That was what I thought then. Now, as a former counselor, Camp Director, Camp CEO, and the current Network CEO, I don't think all that differently. I believe that on some intuitive level Paul Newman knew what he was creating was special and powerful.

That any camper who attended such a camp would be changed forever in inexplicable ways. Maybe what he didn't anticipate is the incredible impact this experience would have on the families, staff members, and volunteers who became a part of them as well. But from the times I met him at camp as a young man, from the energy, excitement, and playfulness he brought with him to the camp, I have to think somewhere deep inside he envisioned that too, that somehow through these camps we would all be changed forever.

Four years into my tenure as SeriousFun CEO, I am so proud of how far we have come as a Network. For more than 30 years, our camps have been changing the lives—and outlooks—of kids living with serious illnesses, and that is no small feat. But what I think is particularly remarkable is that over the course of those 30 years, an increasing number of camps and programs – now 30 in total – have learned and endeavored to work collaboratively in a way that allows us to accomplish so much more for kids and families than we ever could alone.

To that end, representatives from our Member Camps and Partner Programs, the CEO Council, the Support Center, and Network Board of Directors came together in 2018 to determine what we wanted and needed to focus on and achieve as a Network together over the next three years. Now, as we are nearly through our first multi-year Network Strategy, we wanted to provide an update on three of the major priority work areas of that strategy and work.

**Blake Maher, CEO,
SeriousFun Children's Network**



Priority Work Areas



GROWTH & EXPANSION

In late 2018, a committee of Board and CEO representatives was established to undertake a set of work related to Growth & Expansion for the Network. The committee set out to:

- Explore goals around what we want and aspire for the Network to be in the future
- Define growth and expansion in the context of our vision for the collective Network
- Create a decision-making framework to guide future growth

With input and feedback gathered, three models of growth and expansion were outlined:

- Growth within our Existing Footprint of Camps and Programs
- Opportunities for establishing New Camps and Programs
- Expanding our Services and Innovations

We developed tools to help evaluate and project potential future growth at camps and programs that could reach more campers, and a decision-making framework to better evaluate the best growth opportunities outside of our existing camps and programs that would help add to an impactful and sustainable future for the Network.

RESEARCH & EVALUATION

Across the Network, there was universal agreement on the importance of the increased focus on research and evaluation of the critical value of camp. In September, Ann Gillard, Ph.D., SeriousFun Research and Evaluation Advisor, surveyed all Member Camps to gain understanding of their individual and our collective research needs, capabilities, and goals.

The Network also secured funding through a new grant from Takeda to support research and evaluation over the next five years, including a study of the lasting impact of the SeriousFun camp experience on former campers, the outcomes of which can be used by all camps to showcase the benefits of camp for those who attend.

SUPPORT CENTER FINANCIAL SUSTAINABILITY

We believe that it is essential that SeriousFun camps and programs continue to be available and accessible to the campers, families, caregivers, and communities we serve. To help ensure that, a working group made up of SeriousFun Board Members, CEOs, and Support Center staff collaborated to review historical financial data to begin developing a Network Financial Sustainability plan that will include the creation of a multi-year financial plan as a step in our longer-term review of sustainability across the Network.

While the three areas presented here were recognized as principle to the near-term collaborative work of the strategy, they are in no way the only areas of importance in our collective work. Throughout the first two years of the Network Strategy, Network stakeholders identified priority and emerging topics such as child safety; bullying and harassment; diversity, equity, and inclusion; medical risk and medical retention; and mental health and wellness as topics that both inform our work and require evaluation and attention to strengthen our work moving forward.

We are heartened by the work we have accomplished over the last two years and confident about what we will continue to achieve together as a Network. Thank you to everyone in our SeriousFun family for their commitment to moving forward together.



Programmatic Innovation & Capacity Building



CAMP GRANTS PROGRAM

In the summer of 2019, the SeriousFun Support Center launched a new grant program, funded by Newman's Own Foundation, to support the variety of needs expressed by Member Camps to help ensure they can remain high-performing organizations that are healthy, sustainable, and successful in delivering a positive impact for children and families around the world. To that end, the grant program is focused on four areas of advancement and sustainability: marketing, fundraising, staffing, and programming.

The Camp Sustainability Grant will provide a total of \$2.5M to camps over the next four years (2020-2023).



Thank you, Newman's Own Foundation, for continuing to support the camps which were not only founded on the vision of our shared founder, Paul Newman, but those which will proudly help carry on his legacy for decades to come.

PARTNER PROGRAM FAMILY WEEKENDS

After 10 years of bringing weeklong residential camps to children across Africa, Asia and the Caribbean, SeriousFun Partner Programs have begun offering family weekend camps to children and their caregivers.

Since the first pilot family weekend camp in Africa took place in Botswana in 2017, the family weekend camp model has spurred considerable growth. In 2019, a number of SeriousFun partners across Africa and Asia were awarded a Growth Grant to launch comprehensive weekend family camps in an effort to strengthen support structures for teen patients living with HIV or cancer and their primary caregivers.

As a result of this expansion, teams at certain SeriousFun Partner Programs are able to track biomedical outcomes as they relate to the impact of family camp. In Eswatini, of the HIV-positive adolescents who attended the family camp last year, nearly 65% showed a significant decline with their HIV viral load tests in the months after camp. This decline in the level of HIV virus in their bodies suggests stronger medication adherence after a camp experience and the prospect of increased resilience in the face of adversity.

The family camp model not only allows for the active and supportive engagement of families and caregivers, but it also creates the opportunity to expand to new illness groups. In 2019, Sanyuka Camp in Uganda became the first Partner Program site in Africa to launch a family weekend camp for families of campers living with a dual diagnosis of cancer and HIV.

REGIONAL MEDICAL AND CAMPER RECRUITER SUMMITS

In 2019, SeriousFun hosted two regional Medical and Camper Recruiter Summits which brought our Medical Directors and Camper Recruiters together to discuss opportunities for expanding the reach and impact of our Network and build on the relationships that make our camp community so unique. In particular, the summits provided the context to more closely examine the issue of medical staff needs and build the skills of our camper recruiters. The nine camps in the US attended their regional summit at Victory Junction in North Carolina, and the seven camps from Europe and Asia attended their summit at Dynamo Camp in Italy.



FIRST EVER PARTNER PROGRAM SUMMIT

For the first time in the history of the Partner Programs model, the Executive Directors of each partner organization were invited to attend a group summit in November 2019 in London. The gathering provided an opportunity to discuss collaboration at the highest level on topics related to strategic direction, sustainability, growth potential, and risk mitigation. Additionally, a forum took place with SeriousFun Partner Program leaders that convened SeriousFun Board Members, European Leadership Council Members, major donors, corporate partners, and Support Center staff for a unique opportunity to meet, learn, and engage with one another on issues related to children's health across Africa, Asia, and the Caribbean, and how camp programs are an important psychosocial and medical need.

DIVERSITY, EQUITY AND INCLUSION TRAINING

In 2019, SeriousFun hosted a training for camp staff trainers focusing on the emerging topic of diversity, equity and inclusion at camp and beyond. The three-day training was facilitated by Meg Bolger, a social justice facilitator and inclusion educator. Through the program, camp staff experienced the Foundations for Diversity, Equity and Inclusion workshop as a participant, reviewed the curriculum in detail, and honed their facilitation skills to bring back to their home camps to better support our campers and enrich their camp experience.



Where Hope Flows like Water



The Liden family generously supports empowering and safe waterfront experiences for campers, all in the name of Angie

Author Bonnie Tsui wrote, "**Water is the great equalizer—no matter your age or size or color or physical ability, it buoys us all.**" These words ring especially true for many of our campers and for people like Alliene Liden. Alliene, along with her husband, Richard – known as Dick, and daughter Angela, were boaters who spent weekends on Lake Erie.

Angela, lovingly referred to as Angie, had Cystic Fibrosis. She found joy on the water and a reprieve from the countless hours of treatments and hospitalizations. In 1984, a year after Angie passed away at the age of six, Dick and Alliene founded Angie's Place. Located at The Toledo Children's Hospital, Angie's Place provides a library and resources for hospitalized children and their families. But this was only the beginning of the Liden's philanthropic endeavors.

In March 2010, Dick unexpectedly joined Angie. While cleaning out his desk drawer, Alliene discovered a brochure for Camp Boggy Creek, the SeriousFun camp in Florida. Before long, Alliene made the decision to donate Angie's dinghy Cartoonday to the camp. Cartoonday is now the proud emergency boat for the campers. Boating meant so much to the Lidens, and now children with serious illnesses are benefitting from the boat and the Liden's generosity.

Now, a decade later, Alliene continues to pay it forward in honor of Angie and Dick. She has visited Camp Boggy Creek, Flying Horse Farms, and North Star Reach. In 2017, Alliene began funding a yearly grant that helps underwrite expenses related to boating and fishing programs at SeriousFun's US-based camps. The funds play an important role in enhancing the safety and effectiveness of the waterfront programs and has included the purchase of life jackets, emergency boats, AED's, adaptive fishing equipment, and lifeguard certifications & training.

Year after year, boating and fishing remain among the most popular and beloved activities at our camps. Thanks to supporters like Alliene, camps can provide a truly authentic camp experience for the children we serve. For our campers, that means getting to discover for themselves—that water does indeed prove to be the great equalizer.



Angie and Dick in their beloved dinghy, Cartoonday.

"I am a fisherman. Well, in my case, fishing is all about hope, but in a way, that's what camp is about."
~ Paul Newman



IDENTIFYING AND ADDRESSING MEDICAL PRIORITIES

As the leading network of medical specialty camps in the world, we do and will always prioritize the medical expertise and experience of our medical staff and volunteers, and the care given to our campers and families.

In September, Dr. Wendy Cook, SeriousFun Medical Advisor, along with SeriousFun Board Member and Medical Advisory Committee Chair Dr. Sue McDiarmid, presented initial findings from a Network-wide research project focused on the topics of medical staff support and retention, medical planning and decision making, and medical risk and risk mitigation. The purpose of this research project was to proactively identify issues within the area of medical planning that could impact our camps' abilities to carry out our mission with the effectiveness and excellence to which we are committed.

SHARING EXPERTISE IN THE PURSUIT OF EXCELLENCE

In October, SeriousFun ran two Regional Medical and Camper Recruiter Summits at Victory Junction in North Carolina and Dynamo Camp in Italy. At the summits, the medical and camper recruitment leaders from each camp came together to learn from one another and receive professional development training from external experts. The medical professionals focused on the theme of medical staff retention and used the summits to explore the themes and findings of the recent medical report developed by Dr. Wendy Cook. Holding the summits regionally allowed participants to enjoy concentrated time with camp professionals from within their geographic context. The goals of the gathering were to deepen the sense of community and belonging among participants, to allow them to share best practices with one another, and ignite supportive relationships that can be assets to them going forward in their work.



Camper Story

More Than A Place For Fecó...

He had always been a shy little guy and had just started school when the first symptoms appeared. He felt sick every morning. We thought it was just nervousness because of school. But when he felt sick during weekends and autumn break, we knew something was not right. We visited many doctors, but everything seemed to be normal. Then, a very attentive neurologist sent him for a CT scan of his skull.



I remember, it was a Monday. We were told that the examination will last for 25 minutes, and then 10 more minutes to review the results. However, my wife and I were sitting in the waiting room for 50 minutes while Fecó was examined. We thought this cannot mean anything good. This is how it was discovered that he has a 3x3x3 cm tumor in his cerebellum.

On Tuesday, we already were in the hospital of neurology and Fecó was scheduled for surgery for Friday. The tumor had spread to a very sensitive area. The doctors told us that anything could happen. Thankfully, in the end only his short-term memory was affected. But amid all the surgeries and treatments, something else happened. My shy little son turned out to be incredibly strong and persistent. Everybody admired him. When doctors told him "You need to eat this," he did; "You need to drink this," he did that as well. He went through this with no complaints at all.

At one point, a doctor in the hospital recommended Bátor Tábor. At first, we could not even imagine how we would survive without each other for a full week, but we knew he would be in a good and safe place. So, we let him go with comfort.

We said goodbye at the gates of the camp and heard nothing of him for a full week. We met again when we picked him up at the end of the session. I don't know exactly what happened to him at camp, but we got back a completely renewed boy. Fecó became cooler, more open-minded, made friends more easily. So in one word, he became BRAVE.

Our regular life ended when Fecó got ill, but then we could start a new, more sensitive one. No words can tell how grateful I am that a place like Bátor Tábor exists for seriously ill children.

A place where they have the chance to become brave again. Because they are the bravest!

A place where there's a volunteer at any time, so the kids are not alone and cannot be sad.

A place where they find fellows. Where nobody is sticking out and where they take part in so many adventures we would not be able to provide them, no matter how hard we try.

For this place, for Bátor Tábor, my whole family would do anything.

Ference (Fecó's father)

Global Awareness

NYC, JUNE 2019

In 2019, SeriousFun proved that the place isn't nearly as important as the purpose by showcasing our life-changing mission on two different stages, in two different ways, for the one goal of raising awareness and support for our camps and programs all around the world. And wow! Proved it we did!

At the 11th – yes, 11th! – NYC gala, held at Cipriani 42nd Street, SeriousFun rolled out the blue carpet to welcome our friends from the stage and screen, our 30 camps and programs around the world, and our dedicated partners and donors for a night of laughter, joy, and inspiration (just a few of the things SeriousFun does best).

The 2019 NYC gala was certainly ahead of its time in showing people that camp is truly more than a place, bringing camp to life through speeches and performances by Anna Chlumsky, Alysia Reiner, Ayodele Casel, Ashley Park, Shawn Colvin, and Trevor Noah. Making the night the most special it could be, our celebrity friends not only spoke poignantly about the experiences of our campers, but also helped deliver on some of our campers' lifelong dreams by performing with them on stage.



AT THE 2019 NYC GALA, SERIOUSFUN CHILDREN'S NETWORK WAS PROUD TO HONOR THE INCREDIBLE DEDICATION AND GENEROUS SUPPORT OF:

 **PHI KAPPA TAU FRATERNITY & FOUNDATION**
• EXCELLENCE IN PHILANTHROPY AWARD

 **SHIRE (NOW PART OF TAKEDA)**
• GLOBAL IMPACT AWARD



LONDON, NOVEMBER 2019

In 2019, SeriousFun hosted the Campfire Bash in London.

The Campfire Bash was a unique and immersive evening of camp-inspired food and fun featuring a variety of new elements like camp-based activity stations, a camp store, a wishing tree, camp dessert dance party, and, of course, a campfire. And the show was a little different too, taking the form of a traditional camp Stage Night. Featuring Christiane Amanpour, Diane Birch, Steve Coogan, Damien Rice, Charlie Siem, Twist and Pulse, and the SeriousFun campers, the crowd at Tobacco Dock in London gathered proudly to celebrate the impact of camp and offer support for SeriousFun's camps and programs, particularly those in Europe.

we are seriousfun™ day



In January of 2019, SeriousFun camps and programs came together to celebrate the life and legacy of our founder, Paul Newman. The Network's first-ever global messaging campaign, We Are SeriousFun Day, was carried out on January 26 – which would have been Paul Newman's 94th birthday. Planned collaboratively with camps over the course of seven months, the digital campaign, which took the form of a digital mosaic image of Paul Newman, represented 600 testimonials of impact from campers, families, volunteers, and staff representing all 16 Member Camps!



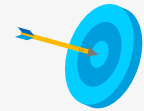
HASBRO & THE TONIGHT SHOW WITH JIMMY FALLON DELIVER FAMILY FUN FOR SERIOUSFUN

In June, SeriousFun partner Hasbro announced the launch of a new line of family games in collaboration with The Tonight Show Starring Jimmy Fallon. The most exciting part? The games included a special shout out to SeriousFun!

In addition to Hasbro's generous donation of \$150,000 over two years to SeriousFun, Hasbro and Jimmy Fallon chose to leverage the game packaging to raise awareness of SeriousFun and show that they are both dedicated supporters of our mission. The SeriousFun logo is featured on a side panel of each of the three game boxes and each game includes a slip sheet about SeriousFun and our mission. The entire Network is thrilled to see families and friends all over the U.S. enjoying these games and learning more about SeriousFun in the process!



2019 Financials



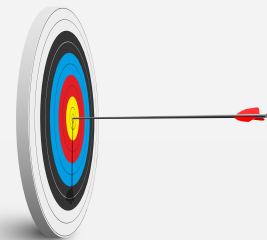
This information reflects the financial statement for total support and revenue for SeriousFun Children's Network, as well as total program and support services provided to camps and programs through theNetwork.

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

Support	2019	2018
Contributions & Special Events	\$13,097,231	\$12,801,721
Contribtions-In-Kind	\$1,602,745	\$1,227,939
Total Support	\$14,699,976	\$14,029,660
<hr/>		
Revenue		
Dividend, Interest Income	\$239,848	\$179,506
Gains & Losses on Investments	\$423,511	-\$226,435
Total Revenue	\$663,359	-\$86,929
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Total Support & Revenue	\$15,363,335	\$13,942,731

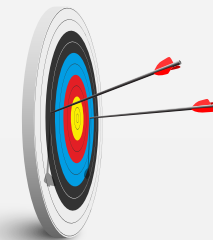


No change from 2018.

Year-over-year contributions increased due to growth in institutional giving, net of reductions in contributions from individuals and special events. Program service expenditures increased due to the growth in institutional giving.

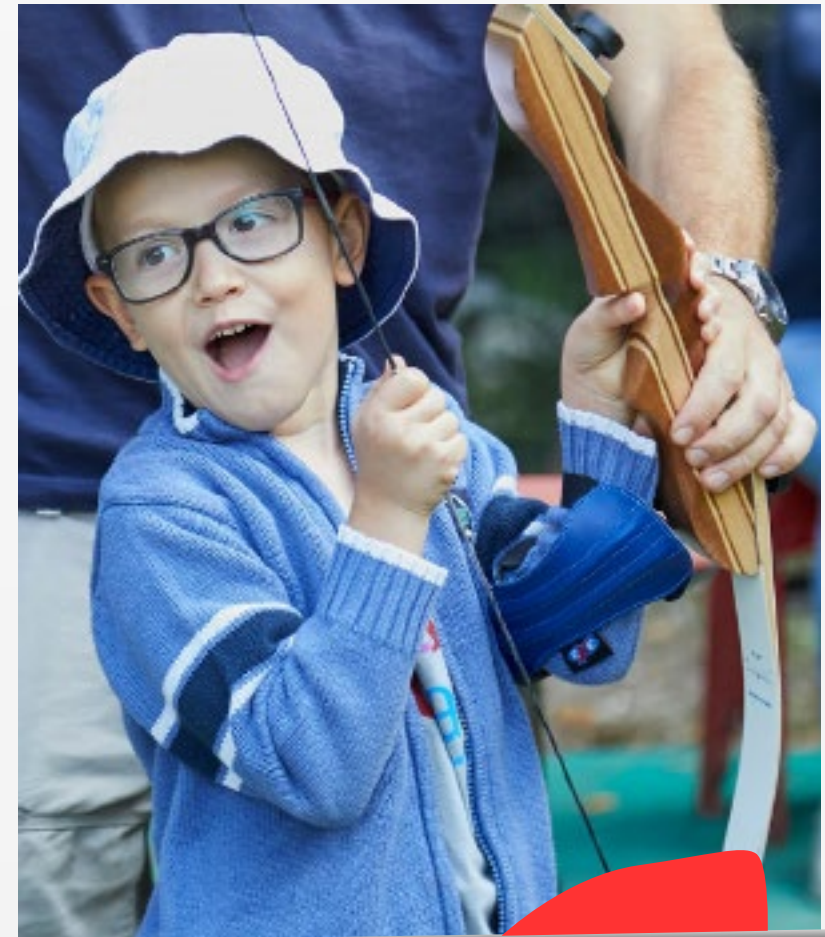
EXPENSES

Program Services	2019	2018
Program	\$10,118,290	\$8,959,741
Contribution-In-Kind Expenses*	\$1,602,745	\$1,227,939
Total Program Services	\$11,721,035	\$10,187,680
<hr/>		
Support Services		
General Administrative	\$692,145	\$596,611
Development	\$1,797,580	\$1,799,439
Total Support Services	\$2,489,725	\$2,396,050
<hr/>		
Total Expenses	\$14,210,760	\$12,583,730
Gain (Loss) on Foreign Currency	\$23,450	-\$19,763
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Total Change in Net Assets	\$1,176,025	\$1,339,238
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Net Assets at beginning of FY	\$11,078,813	\$9,739,575
End Net Assets**	\$12,254,838	\$11,078,813



* \$1,602,745 in in-kind contributions expense include donated t-shirts, toys, art supplies, and food.

** \$4,922,875 of net assets is restricted to programs; \$1,190,050 is the value of an endowment from which the income supports campers and counselorships.



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 Tábör, 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 Hope, Malawi* | Camp Footprints, South Africa* | Sibancobi Camp, Eswatini (formerly Swaziland)* | Sivivane Camp, Eswatini (formerly Swaziland)* | Sanyuka Camp, Uganda* | Salama Camp, Tanzania*

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

*SeriousFun Partner Program



Purposeful Partnership



In February 2019, SeriousFun and Krispy Kreme Doughnuts (yes, Krispy Kreme Doughnuts!), announced a new partnership focused on raising awareness and fundraising support for our U.S.-based camps.

In the Spring, Krispy Kreme raised critical funds to support SeriousFun's camps throughout the U.S. through its Doughnate for a Doughnut campaign aimed at helping children who are underserved or living with serious illnesses. In addition to the fundraising campaign, Krispy Kreme continued its tradition of hosting doughnut dipping stations at Victory Junction, the SeriousFun camp in North Carolina, and also began offering the stations at North Star Reach, the SeriousFun camp in Michigan.



Located just 40 miles from the Krispy Kreme headquarters in Raleigh Durham, NC, Victory Junction in Randleman, NC, has proudly been a partner of Krispy Kreme for more than 10 years!

Thank You Donors



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 the following partners who donated in-kind products and resources in 2019.



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!

Sylvia Anderson
Deborah and Mark Archer
Hope and Mark Bailot
Kathleen Bartos
Anonymous
Alexander Birman
William Burtch
Marlene Cavagnuolo
Stephanie Cavagnuolo
Eugene Charette
Allison and James Csonka
Patricia and Charles DeLany
Dawn DiElsi

Rebecca Egan
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Jacqueline Fradin
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John McLaughlin

Anthony Meeker
Jerrold Mraz
Karen and Thomas Peterson
Charles Schmidheiser
Jill Soares
Camilla Soegaard Bjoernbak
Jayne Stewart
Gary Sweeney
Douglas Thomson
Angela Tiseo
Deborah Uluer
John Vakrinos
Janis Wade

THANK YOU!

THANK YOU DONORS

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.

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 Elsa Chin, John E. Marshall III,
Clea Newman Soderlund and Joanne Woodward.

4,500,000+

Abercrombie & Fitch Co.

1,000,000+

Shire

750,000+

Ben & Jerry's Homemade, Inc.
Jimmy Fallon

300,000+

GSK
Synchrony

200,000+

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100,000+

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Clea Newman Soderlund and Kurt Soderlund
Phi Kappa Tau

50,000+

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Shell Oil Company
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25,000+

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Thank you
for your
selflessness.

We are truly grateful.



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