

SAFETY INCLUSION INNOVATION COLLABORATION POSSIBILITY FUN



OF CHARGE FOR CAMPERS & THEIR FAMILIES





NRUAL





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DEAR FRIENDS,

You have often heard us talk about the "magic" that exists at SeriousFun camps and programs. This magic is seemingly what is behind all the joy-filled, confidence-building, and community-creating experiences that take place for children at our 30 camps and programs around the world. In reality, what appears to be magic at SeriousFun camps is entirely intentional.

After 35 years of delivering on the promise to help kids living with serious illnesses just be kids, it's time to reveal some of the key ingredients essential in making SeriousFun experiences happen. Throughout SeriousFun Children's Network, leaders, staff, volunteers, donors, and supporters are committed to the values of safety, inclusion, innovation, collaboration, possibility, and fun. But it's not just the SeriousFun experience that is inextricably rooted in these values – they are the reason the very real impacts of our camps and programs are possible.

Safety – medical, physical, psychosocial, and emotional – is always the priority, helping to ensure that each camper and family can enjoy a level of experience and richness of connection that may not be possible anywhere else. A focus on **inclusion** creates a remarkably welcoming environment which allows all members of the SeriousFun community to feel comfortable being themselves at camp and celebrating the diverse community we create together. **Innovation** is how we, seeded in the dream of our founder Paul Newman, identify new and different programs and approaches that will have far-reaching and positive impacts on kids, families, and communities around the globe. Through **collaboration** with our Network members and partners, as well as outside organizations who share our focus on children and families, we learn and grow, helping create the world we envision for the future. **Possibility** is our fuel, helping campers and their families reimagine all they have known before. And as for **fun** that is the culmination of all the other values, helping put smiles on faces and hope in hearts –1.7 million smiles to be exact!

As amazing as the past year was, there is no time to rest or a moment to waste in leaning further into our values to create a world where every child with a serious illness will find belonging, experience joy, and realize their full potential. What happens at our camps and programs around the world is not a one-time, for-the-moment occurrence—it's ongoing and transformational. SeriousFun does not just exist for today. We're committed to changing lives and futures. And because of you, our friends and supporters, together WE are creating the world that our campers and families – all kids and families – deserve.

Sincerely,



BLAKE MAHER, CEO, SERIOUSFUN CHILDREN'S NETWORK



MAURICE PRATT.

Support

Contributions and special events (net) In-kind contributions¹ Total Support

Revenue

Dividend, interest and other investment income Gains/(loss) on investments Gains/(loss) on foreign currency Other grant revenue² Total Revenue

Total Support & Revenue

Program Services

Program In-kind expenses¹ Total Program Services

Support Services

General Administrative Development Total Suppport Services

Total Expenses

Total Change in Net Assets

Beginning Net Assets Ending Net Assets³

2022

\$13,807,219 \$690,853 \$14,498,072

\$157,740 (\$898,651) (\$65,217)

(\$806,128)

\$13,691,944

2021

\$12,774,523 \$695,866 \$13,470,389

\$97,015 \$297,220 (\$7,065) \$703,280 \$1,090,450

\$14,560,839

\$12,221,851 \$690,853 \$12,912,704

\$908,964 \$866,024 \$1,774,988

\$14,687,692

(\$995,748)

\$16,452,922 \$15,457,174 \$10,071,004 \$695,866 \$10,766,870

\$947,661 \$563,115 \$1,510,776

\$12,277,646

\$2,283,193

\$14,169,729 \$16,452,922

Notes:

In-kind contributions (and matching in-kind expenses) include donated camper and staff t-shirts, as well as other camp and related supplies.
Like many organizations, we qualified for and received a U.S. Paycheck Protection Program loan in 2021 as part of the federal government's COVID-19 economic relief initiatives. We used the \$703,280 entirely for the eligible purpose and the loan was forgiven and converted to a grant.
\$3,461,281 of the total 2022 year-end net assets contain donor-imposed restrictions. Of that amount, \$1,100,000 contain permanent donor restrictions, whereby those resources are meant to be maintained in perpetuity. The remainder of net assets do not contain donor restrictions.

04

EXPERIENCES



121,000 CAMPER EXPERIENCES

128,000 IN-PERSON EXPERIENCES 124% INCREASE OVER 2021

36,000 PARENT/CAREGIVER

47,000 ALTERNATE PROGRAMMING EXPERIENCES

7,600 SIBLING EXPERIENCES



1,720,000 CAMP EXPERIENCES Have been provided for children and families since **1988**

MORE THAN

010

VOLUNTEERS

VOLUNTEERS SUPPORTED CAMP

PROGRAMMING,OUTREACH, AND FUNDRAISING IN 2022

OVER

MEDICAL

10 HIGHEST SERVED MEDICAL CONDITIONS IN 2022

- 21% CANCER
- **18% NEUROLOGICAL DISORDERS**
- **12%** BLOOD DISORDERS
- **9%** IMMUNOLOGICAL DISORDERS
- **9%** GENETIC DISORDERS
- **6%** GASTROINTESTINAL DISORDERS
- **6**% ENDOCRINE DISORDERS
- **4%** RHEUMATOLOGIC DISORDERS
- **4%** CARDIAC DISORDERS
- **2%** PULMONARY DISEASE

90% PERCENTAGE OF TOTAL SERVED IN 2022

022 BY THE NUMBERS

05



2022 YEAR IN PICTURES

07



THE SERIOUS FOUNDATION FOR FUN.

As an organization serving children with complex medical needs, SeriousFun is committed to supporting the well-being of all those who participate in the life-changing experiences offered by our camps and programs. That is why the standards to become, remain, and serve as a SeriousFun camp are some of the highest and most comprehensive. And as the landscape of serving children with serious illnesses is ever evolving, the Network continues to evaluate and adapt our practices to always provide the highest level of safety and care we can.

In 2022, the Network undertook the process of conducting a comprehensive evaluation of our safety standards. The goal was to review the programmatic and operational aspects that directly contribute to the physical and medical safety of the participants.

By prioritizing **physical safety** - through the implementation of policies, procedures, and training designed to safeguard all individuals involved, including campers, family members, staff, volunteers, and guests, from physical harm or danger – SeriousFun Member Camps create environments where safety is paramount in allowing participants to explore all the possibilities that camp offers.

A few prominent items in the Network Standards for physical safety include:

- Written policies and required training for all staff and volunteers on appropriate adult-to-adult, adult-to-child, and child-to-child interactions and activities
- Emergency response plans detailing policies and procedures to address all applicable emergencies and required training for all staff and volunteers on their role during emergencies
- Assessment of all entry points with security system(s) in place to protect participants at all times



"The quality of the SeriousFun camp experience is so high, in part because of the high bar we set for safety. We create environments where kids can feel medically, physically, and emotionally safe to explore things they may never have before."

BLAKE MAHER, CEO, SERIOUSFUN CHILDREN'S NETWORK

Have Safe fun!

SAFETY

By prioritizing **medical safety**, we create supportive, health-first environments where health-related risks are minimized and campers can enjoy their camp experience. Medical safety is prioritized through the implementation of measures specifically tailored to address the unique medical needs of our campers and minimize any healthcare-related risks.

Network Standards for medical safety include:

- Medical program oversight by a licensed physician and registered or licensed nurse, with support from additional doctors, nurses, and other healthcare professionals who are trained in pediatric care and experienced in managing complex medical conditions
- Procurement, storage, and proper disposal of the medications, and medical supplies
- Action plan for responding to medical and mental health emergencies
- Action plan to address the special dietary needs and food allergies of participants including a review of all camp menus
- Written policies and procedures regarding the prevention, response, and recovery from a communicable disease outbreak

"We've had doctors who have volunteered there who say "I will never be able to practice medicine the way I did before I came here because when I saw a kid coming through the door he was a patient - now he's a kid."

09

SAFETY

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-PAUL NEWMAN

INCLUSION IS THE HEART OF SERIOUSFUN CHILDREN'S NETWORK.

It is the source of our "serious" and our "fun." And with our minds always focused on improving the experiences of our campers, families, staff, and volunteers, inclusion means not just knowing what we are doing well but understanding what we can do better and committing to doing it.

In 2022, SeriousFun Children's Network took the important step of developing the SeriousFun Diversity, Equity, and Inclusion (DEI) Self-Assessment tool. Part of a concerted process of identifying DEI-related strengths and needs throughout the Network, the tool was designed to:

- identify diversity, equity, and inclusion-related strengths and needs within individual camps and programs and throughout the Network;
- kidentify areas for improvement and potential investment of resources and action by the Network Support Center; and
- help to set a shared roadmap for continuous progress.

The results of this first self-assessment provided a great deal of insight about the DEI-related strengths of the camps and programs. Camp staff reported a high level of individual care and attention for campers and families, with a strong focus on knowing and meeting needs, especially needs related to accessibility and inclusion. Many camps reported significant steps have already been taken to advance DEI through operational initiatives such as staff training and policy development.



Perhaps even more central to this project was the identification of areas where camp and program staff believe more progress can be made to advance diversity, equity, and inclusion at the camp level. Some of these suggestions included:

- ¥ creating opportunities for campers, families, and caregivers to share their perspectives during program planning;
- rengaging with communities that represent the various campers and families served but also those communities where camps could grow relationships to expand opportunities and positive impacts for all;
- ¥ continuing to improve communications accessibility with campers and families; and
- * facilitating improvements in cultural agility and responsiveness through learning and training.

As a growing global community, we look forward to implementing this wide-range of recommendations at all levels of our network, for we know that the strongest communities are those where all voices are recognized, heard, and valued.



"A lot of these kids spend six, seven, eight months in the hospital and for them to come up to camp and not be considered different - they just get up there and raise hell and have a wonderful time. And that exuberance and delight is contagious."

-PAUL NEWMAN



INNOVATION CREATES PROGRESS.

Whether it's looking it's through the lens of Paul Newman endeavoring to open The Hole in the Wall Gang Camp in 1988, or a camper trying something they never thought possible, facing challenges with optimism and intentionality is part of the fabric of SeriousFun Children's Network. And for many camper families, finding time together to reconnect and refuel can be a challenge in itself.

While family programming has grown increasingly available at many Network camps over the years, the role that it has played in safely supporting families and caregivers — particularly throughout and following the COVD-19 pandemic — and in educating and bringing together communities around the world, represents one of the Network's greatest innovations.

During family weekends at camps and programs around the world, the benefits of experiencing camp together as a family are abundantly clear. While certain aspects of the family programs are guided by regional and cultural traditions, the approach to delivering the experience and achieving intended outcomes is consistent. This approach includes:

- creating personalized connections with each family and integrating knowledge of the family into the planning of and flow for the weekend;
- providing high-quality, individualized assistance and encouragement to families, buoyed by layers of support and services;
- designing experiences that meet campers and family members "where they are" with an understanding that each family's experience and that each individual participating is unique;
- delivering "always on" expert medical care in a way that is not disruptive to the camp experience; and
- offering experiences that allow parents and caregivers to shoulder less daily responsibility so they can focus on sharing and enjoying the experience, as well as their time together.

It is only through understanding the needs of those we serve and continually innovating to meet their needs that we can, with the generous support of friends and partners, fulfill our promise to them. For SeriousFun, 2022 demonstrated remarkable growth in family programming by DOUBLING the number of Partner Programs hosting family program sessions. Not long from the time these programs first started, Partner Program leaders reported an increased ability to address unique challenges in their communities, such as being able to invite campers with higher medical acuity, due to the presence of family support.





"I have heard from many of the children and the parents, that this is the best time that a child will have for the entire year and that's what they live for, to come back next year."



IT ALL STARTED WITH COLLABORATION.

Following the opening of The Hole in the Wall Gang Camp in 1988, Paul Newman, along with like-minded individuals with generosity and compassion in their hearts, recognized that the "different kind of healing" that took place at that camp deserved to be shared far and wide. And so the collaboration and expansion began, resulting in SeriousFun Children's Network – the leading network of medical specialty camps in the world.

With collaboration remaining a core SeriousFun value still today, and with a vision to change the world in place, a variety of news ways to support children living with illnesses and their families have emerged. One of those new ways is to focus on mental health.

Dr. Robert Casey, PhD, a professor of pediatrics and expert on medical trauma who provides psychosocial support to pediatric patients and their families, has been a long-time ally and collaborator of SeriousFun Children's Network camps and families. In 2022, following both the social disruption of COVID-19 and an increased global focus on mental health, Dr. Casey contributed vital expertise and guidance to SeriousFun as the Network endeavored to address the various mental health and wellness needs of our community.



Through this valued collaboration, Dr. Casey and SeriousFun were able to:

- deliver a Camper Mental Health and Wellness Series and Learning Module to aid camp and program staff in their planning for providing support;
- educate camp and program staff on Medical Trauma and approaches to effectively supporting campers; and
- train camp staff on how to respond to mental health crises at camp.

In the case of collaboration with Dr. Casey, the Network has been able to address the current needs of the SeriousFun camp community while increasing the internal knowledge and experience necessary to continue to positively impact the lives of children, parents, caregivers, staff, and volunteers all around the world.

WHAT IS PEDIATRIC MEDICAL TRAUMA?

Pediatric medical traumatic stress refers to a set of psychological and physiological responses of children and their families to pain, injury, serious illness, medical procedures, and invasive or frightening treatment experiences. (The National Child Traumatic Stress Network)

WAYS THE CAMP EXPERIENCE CAN BE THERAPEUTIC FOR CHILDREN AND FAMILIES LIVING WITH MEDICAL TRAUMA:

- A level playing field where everyone has a medical condition or child with a medical condition, resulting in decreased isolation and increased discovery of self outside of condition
- Being in a new environment, away from triggers, and experiencing a new perspective
- Opportunities to try new things that engage their minds in thoughts that are not trauma or condition related, but also build self-esteem
- "Challenge by choice" that empowers children who are otherwise often denied independence and choice
- Connecting and sharing about traumatic experiences that other kids also experience
- Physicians and nurses are seen in a different light in the camp setting which may improve the child's relationship with their care providers



COLLABORATION

"While the SeriousFun Camps were designed to help children with serious medical conditions have a life-changing Camp experience, they are also helping those children cope with the trauma that is associated with that diagnosis. Camp is a resilience-building machine, and at the end of the day, that's what our Campers really need.

While at Camp, our campers build their self-esteem, they try things that they would normally not be able to do, they experience the love and the joy that is Camp, and when they leave those front gates, they leave with hope, and a greater self of sense and what they are capable of overcoming."



CHEES

"For campers to have the opportunity to store a measure of good feeling and hope and bonding that helps to carry them through the bad times - I think is no small contribution."

-PAUL NEWMAN

SERIOUSFUN IS LITERALLY IN THE POSSIBILITY BUSINESS.

It is at the core of what Paul Newman started with The Hole in the Wall Gang Camp 35 years ago and it drives everything that occurs at our camps and programs today.

Creating possibilities for children living with serious medical conditions in regions that were not being served by SeriousFun camps in the U.S. and Europe is what led to the launch of the first SeriousFun Partner Programs in Africa and Asia. The programs, which primarily served children with HIV, were a new way of fulfilling the Network's unique mission.

One of SeriousFun's program partners is ASHA Foundation, a non-governmental organization based in Bangalore, India, founded by renowned HIV specialist Dr. Glory Alexander, MD. A true believer in the power of possibility and what it can mean to children who are often robbed of it, Dr. Glory committed her entire life to improving the understanding, representation, experiences, and opportunities for women and children living with HIV and AIDS in India. Launching with SeriousFun in 2014, Camp Rainbow contributed to this commitment with a focus on adolescents and young adults. So, when she earned the chance to share her work on the global stage at the 24th International AIDS Conference in 2022, the SeriousFun Partner Programs team was incredibly honored to be invited by Dr. Glory to help share the story of our partnership and impact.

Participating in this renowned conference for the very first time, SeriousFun collaborated with ASHA Foundation to develop a variety of activities designed to educate participants and potential partners and supporters about how camp experiences – which are not a common approach to care and support in many areas outside of the United States – are resulting in quality of life and health improvements for campers, families, and caregivers.



SeriousFun staff with camp partners from India, Botswana, Eswatini, Haiti and Uganda at the 24th International AIDS Conference



Dr. Glory Alexander, MD discussing the powerful impact of camp programming in India at the 24th International AIDS Conference For SeriousFun and ASHA Foundation, the highlight of the conference came during a special symposium delivered to hundreds of in-person and virtual participants. Panelists from SeriousFun Partner Programs across the globe explained how combining medical and psychosocial expertise with local knowledge helps create valuable opportunities for campers to develop self-identity, self-esteem, confidence, and connections. During the question & answer segment of the symposium, a former SeriousFun Partner Program camper, who happened to be attending the conference, rose to his feet to share his powerful testimony of how the SeriousFun Partner Program experience impacted his life. Having attended Camp Rainbow, he now leads camps and other recreational programs for marginalized children in his community.

While there are many things that make our camp programs around the world unique to their particular locations, cultures, and customs, one thing is for sure – the objective of creating an outlook of possibility is both the starting point and the goal.

WAY TO

COI

YOU CAN

DO IT!

"My hopes are that... the camps grow throughout the world to include the developed, developing, and underdeveloped world. The fear, isolation and plain brutality of these conditions know no geographic, political, social or economic boundaries."

TOGETHER AGAIN.

In 2022, SeriousFun brought our spirited Leadership Fellows together for the first time since 2019! The Fellows are all part of The Burgess Winter Leadership Fellows Program which is a professional development experience for emerging leaders from SeriousFun Member Camps and Partner Programs.

The Fellows had the opportunity to immerse themselves in another Network camp's environment via a peer exchange. Depending on their assignment, each Fellow spent three to five days at a host camp to enrich their understanding of specific aspects of programming and deepen their connections with staff outside of their home camp.

Thank you to Roundup River Ranch (CO), Barretstown (Ireland), Flying Horse Farms (OH), The Hole in the Wall Gang Camp (CT), and Solaputi Kids' Camp (Japan) for participating in the 2022 Leadership Program!





HONORING AN ICON THROUGH STORIES AND SONGS.

SeriousFun marked a celebratory return to in-person events in 2022 with a gala event at Jazz at Lincoln Center's Frederick P. Rose Hall entitled "Stories and Songs". The special evening honoring the incomparable Joanne Wood-ward featured appearances and performances from Sara Bareilles, Joshua Bell, Samuel L. Jackson, Martha Graham Dance Company, John Mellencamp, LaTanya Richardson, and Julia Roberts – along with the biggest stars of all, SeriousFun campers from around the Network!

The event, which was supported by Newman's Own Foundation and Synchrony, raised more than \$2.2M to support SeriousFun's camps and programs.

FUN

FUN IN THE FAST LANE

One of SeriousFun's most dedicated champions, INDYCAR driver Josef Newgarden supported SeriousFun on and off the track in 2022.

Hosting his fourth Celebrity Ping Pong Challenge in Nashville, TN, Josef welcomed stars from all over sports and entertainment to raise awareness for causes close to he and his wife Ashley's hearts, including SeriousFun Children's Network. Among the enthusiastic and generous participants were INDYCAR drivers Conor Daly, Colton Herta, Scott Mclaughlin, Pato O'Ward, and Will Power, as well as Olympic Gold Medal gymnast Shawn Johnson and musician Dan Smyers of the band Dan & Shay.

Making the 2022 INDYCAR season extra special was Josef's triumph of the PeopleReady Force for Good Challenge which earned Josef a \$1 million award to be split amongst his team, Team Penske, and his charities of choice, SeriousFun Children's Network and Wags and Walks Nashville. Josef achieved this feat by being the first driver to win a race at each of the three different types of courses – oval, road and street – driven throughout the INDYCAR season.

Thank you Josef, Team Penske, and PeopleReady!

"The beneficiaries appear to be everybody who gets connected with the camps, because the counselors and the staff get as much from the kids as they give. It's an extraordinary, circular experience."

-PAUL NEWMAN

IN-KIND SUPPORT.

SeriousFun is deeply grateful to the following companies for the in-kind products, services, resources, and expertise donated in 2022.



Abercrombie & Fitch Co.

Abercrombie | abercrombie | HOLLISTER | GILLY | SOCIAL & Fitch | kids | HOLLISTER | HICKS | FOURIST







THANK YOU! THANK YOU! THANK YOU!

Thank you! SeriousFun Children's Network exists thanks to the generosity of our friends, supporters, and partners who share a commitment to the values of safety, inclusion, innovation, collaboration, possibility, and fun. By working together to make the world more welcoming and supportive of children living with serious illnesses, you are not just changing lives today, you are changing the future! We would like to acknowledge and thank the following individuals and organizations for their generous support in 2022.

\$4,000,000+ Newman's Own Foundation

\$2,000,000+ Abercrombie & Fitch Co.

\$1,000,000+ Ben & Jerry's Homemade, Inc. Jimmy Fallon Rite Aid Healthy Futures Takeda Pharmaceutical

\$500,000+ The Vertex Foundation, Inc.

\$250,000+

Alexion Pharmaceuticals Medical Solutions Josef & Ashley Newgarden Synchrony

\$100,000+

Anonymous August A. Busch III Charitable Trust Delta Zeta National Sorority Kate and Bob Devlin Georgia Wall Gogel and Don Gogel Hasbro, Inc. Tim Rose The Theodore J. Forstmann Charitable Trust

\$75,000+

Clea Newman Soderlund and Kurt Soderlund Janet and Stephen Zide

\$50,000+

Anonymous First Eagle Investment Management Foundation Phi Kappa Tau Fraternity and Foundation Uniphar Group Joanne Woodward

\$25,000+

Anonymous **Bloomberg Philanthropies** Fran Horowitz and Michael Bonadies Margaret Crotty and Rory Riggs David and Francie Horvitz Family Foundation Betsy Weiser and Eric Karp Alison Kenworthy and Michael Koenigs Jim and Cheryl Markham National Pancreas Foundation Donagh O'Sullivan S&P Global, Wale Akinwande Seyfarth Shaw LLP Sydney and Stanley S. Shuman The Marc Haas Foundation ABC Localish/Disney Television Group The Y.C. Ho / Helen & Michael Chiang Foundation

\$15,000+

The A.L. Mailman Family Foundation, Inc. Anonymous Bicester Village Wendy and Hugh Durden PPG Automotive Refinish Jill and Alan Rappaport Liz Robbins and Doug Johnson Leah and Bob Rukeyser Carole Watkins and Craig Woods Elizabeth and Anthony Werley

\$10,000+

George Barrett The Benevity Community Impact Fund **BHB** Foundation Bridgestone Americas, Inc. Shelly Brown Bobbie and Chris Brody Peter L. Corsell Sharon O'Connor and John Frascotti Fremantle Media Andy and Ember Fry Cathe Giffuni Won and Ken Giuriceo Agnes Gund Edwin (Ted) Knetzger Jeanne Collopy and Chris Koenigs Deborah Neimeth Elinor Newman

Pfizer Inc. Gay and Bunk Read Lisa and Stephen Schwartz Unilever Universal Music Group

\$7,500+

Bank of Ireland John Forester Diana and Michael Haddad Margaret Hajdarovic Krispy Kreme Doughnut Corporation Suriya and Rama Ramamoorthy TisBest Philanthropy

\$5,000+

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\$3,000+

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\$2,500+

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\$1,500+

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\$1,000+

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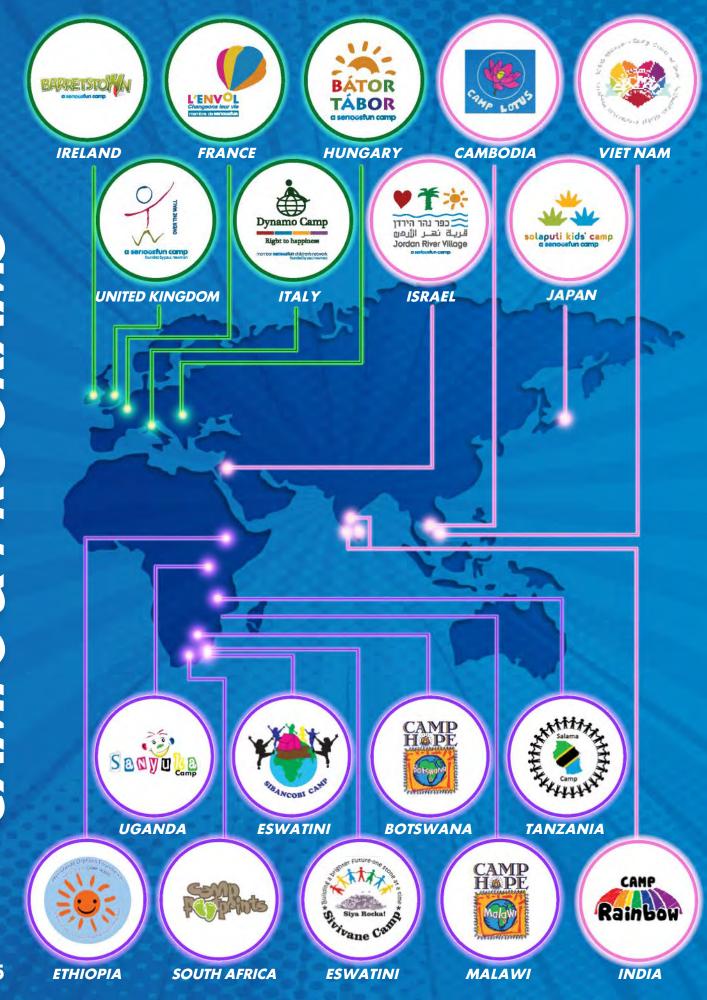
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