

the power of
POSSIBILITY
2016 Annual Report



seriousfunSM
children's network
founded by paul newman

MC 2408 SY



Barretstown, Ireland

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“ The **impact** camp has on the children is far-reaching and more impressive than we sometimes appreciate. ”
— Camp Volunteer



2016 Board of DIRECTORS

OFFICERS

- Don Gogel** ❖ CHAIRMAN
Chairman, President & CEO,
Clayton, Dubilier & Rice, LLC
- Maurice Pratt** ❖ VICE CHAIRMAN
Barretstown | Chairman, Uniphar Plc
- John Forester** ❖ SECRETARY
Executive Consultant; Attorney Ruder,
Ware, Michler & Forester (Retired)
- Blake Maher** ❖ CHIEF EXECUTIVE OFFICER
SeriousFun Children's Network
- Ingrid Milne** ❖ TREASURER
Chief Financial & Operations Officer,
SeriousFun Children's Network

DIRECTORS

- Page Adler** ❖ Chair, *The Painted Turtle* |
Independent Philanthropy Professional
- Dee Ahearn** ❖ Chair, CEO Council |
CEO, *Barretstown*
- Francisco Arango** ❖ Co-Owner,
Grupo VIPs
- George Barrett** ❖ CEO, Cardinal Health
- Carolyn Bechtel** ❖ *Victory Junction*
- Laura Chonoles** ❖ Finance Executive
(Retired)
- J. Patterson Cooper** ❖ *Camp Boggy Creek*
President and CEO, First Bank of the Palm
Beaches (Retired)

- Joe Cronly** ❖ Chair, *Over The Wall*
- Robert H. Forrester** ❖ President and CEO,
Newman's Own Foundation | Executive
Chairman, Newman's Own, Inc.
- John Frascotti** ❖ President, Hasbro, Inc.
- Georgia Wall Gogel** ❖ Chairman, Graham
Windham Services to Families & Children
- Maneesh Goyal** ❖ Founder and President,
Pineapple, Inc.
- Victor Hershaft** ❖ *Double H Ranch* | Vice
Chairman, Paxar Corporation (Retired)
- Dan Kail** ❖ *The Hole in the Wall*
Gang Camp
- Eric Karp** ❖ Senior Advisor, Oak Hill
Advisors, L.P.
- Somesh Khanna** ❖ Senior Partner,
McKinsey & Company
- Peter Kulloi** ❖ Chair, *Bátor Tabor* |
Managing Director, Ca IB Investment
Bank (Retired)
- Sara Lahat** ❖ *Jordan River Village* |
Philanthropist, U.S. and Israel
- John Marshall, III** ❖ CEO, Kresge
Foundation (Retired)
- Mamoru Matsumoto** ❖ CEO,
Soluputi Kids' Camp

- Priya Narang** ❖ Marketing Executive
- Tatiana Nourissat-Rosenfeld** ❖ President,
L'Envol | Attorney at Law
- Serena Porcari** ❖ *Dynamo Camp*
- Jill Rappaport** ❖ Marketing Executive
(Retired)
- Liz Robbins** ❖ Owner,
Liz Robbins Associates
- Brian Rooney** ❖ Chair, *North Star Reach*
- Tim Rose** ❖ *Camp Korey* | Executive Vice
President, Costco
- Robert J. Rukeyser** ❖ Fortune Brands, Inc.
(Retired)
- Julie Sullivan** ❖ Chair, *Roundup River Ranch*
- Carole Watkins** ❖ *Flying Horse Farms* |
Cardinal Health (Retired)
- Strauss Zelnick** ❖ Zelnick Media

EMERITUS DIRECTORS

- David Horvitz
Ray Lamontagne

LIFETIME DIRECTOR

- Joanne Woodward

This list includes all individuals who served on the Board of Directors within the 2016 calendar year.



“ Showing them **LOVE** and **CONCERN** and by encouraging them and responding to their doubts, we are showing them that they are important, that they matter, they can lead normal lives. ”

— Dr. Glory Alexander,
Director, ASHA Foundation,
GPP Partner in Bangalore, India



Board Chair Don Gogel and Board Member Georgia Wall Gogel



Georgia Wall Gogel, Don Gogel, singer Aloe Blacc, and SeriousFun Ambassador Clea Newman at the 2015 SeriousFun gala in New York

Dear Friends and Supporters,

Making things possible is what SeriousFun camps and programs do best. For children who spend much of their time in hospitals or at doctors' appointments; those who are often told they aren't able to participate in an activity because of the limitations of their condition; or those whose illness alienates them from friends and even family, SeriousFun camps are the laughter-inducing, confidence-building, memory-making response to: "No, you can't." At camp, we say: "Yes, you can."

In 2016, SeriousFun camps and programs offered more than 132,000 life-changing "yes, you can" camp experiences to children with serious illnesses and their family members. These included not only the signature summer residential camps that play such an important part in carrying out the vision of our founder, Paul Newman, but all of the programs that ensure the magic of camp spreads around the world and back again.

They included the family weekends where parents and campers got to spend time together and let go of the challenges of everyday life; the siblings' weekends where brothers and sisters shared experiences and strengthened bonds; outreach programs that delivered camp-inspired activities to hospitals, homes and communities; and the Global Partnership Program that allowed children living with HIV and cancer to build confidence and break through the stigma of their illness.

But 2016 was also momentous because of the incredible support that we received, showing us the immense power of believing in what is possible. Last year, we welcomed two new Network-wide partners, Shire and Abercrombie & Fitch. Both partners not only support our camps and programs around the world through substantial financial contributions, but also through volunteerism and employee engagement. Also, Newman's Own Foundation and Newman's Own, Inc. contributed significant financial and in-kind support to SeriousFun, and all of the camps and programs, in honor and encouragement of Paul Newman's lasting legacy.

The Network also welcomed North Star Reach in Michigan and Solaputi Kids' Camp in Japan as Full Member Camps. Both camps, and their leadership and staff, spent years demonstrating their commitment to delivering the highest quality medical care and most magical experiences for children living with serious illnesses, and we could not be prouder to have them as part of the SeriousFun family. In addition,

a number of SeriousFun camps and programs around the world celebrated milestones and occasions that served to continue building awareness of and support for the camps, and for SeriousFun Children's Network as a whole.

Finally, 2016 was special because of donors like you. As a Board of Directors, we are continually moved by the dedication and generosity of our supporters – true champions for the power of possibility. Thank you for all that you do to ensure that children living with serious illnesses and their families have their "yes, you can" moments. Thank you for making all of this possible.

Sincerely,



Don Gogel
Chairman of the Board



2016: TOGETHER, WE MADE IT POSSIBLE

Most times in life, it is not the physical or tangible limitations that hold us back—it is the belief that something is impossible. On the other hand, what makes something possible is the belief that we, ourselves, can do it.

Once just a single person believes enough to make it work, get it done, or remove the obstacle, it is no longer impossible for anyone. That is the power of possibility. In 2016, SeriousFun camps and programs all around the world proved that the possibilities truly are endless.

**2016
Impact**
Camps and Programs
of SeriousFunChildren's
Network >>

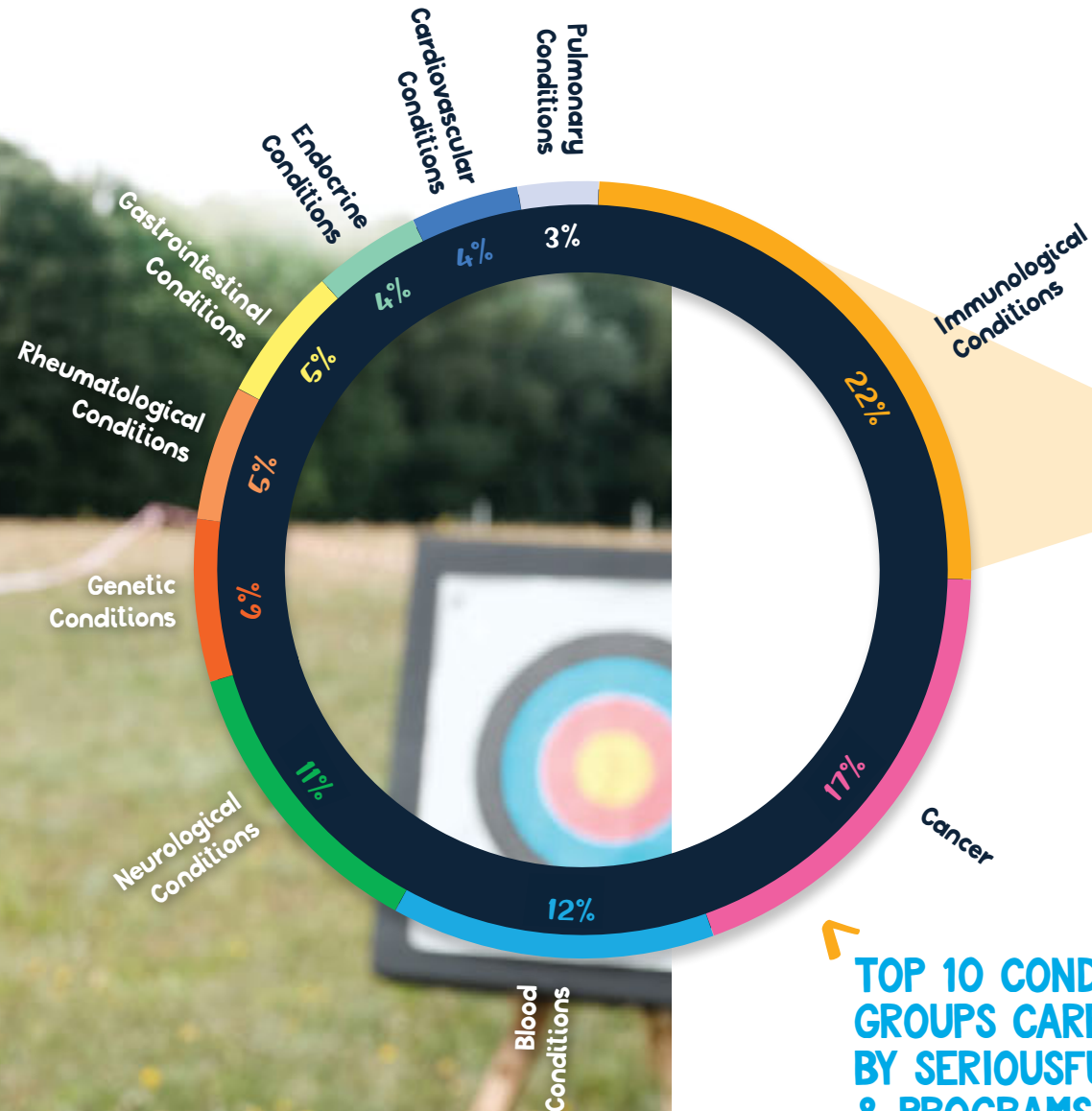
132,000+
children living with
serious illnesses & their
family members were
served in 2016.

That's a total of
864,000+
since the first camp
opened in 1988!

Thank you to our
25,600+
dedicated & supportive
volunteers!



Helping children see what is **possible** is core to what happens at all SeriousFun camps and programs **around the world!**



TOP 10 CONDITION GROUPS CARED FOR BY SERIOUSFUN CAMPS & PROGRAMS IN 2016

2016: Medical Conditions Served

SeriousFun Children's Network serves children living with more than 50 different medical conditions. We are the only network of camps in the world to serve such a diverse range of medical needs, including rare diseases and specialty conditions.

In 2016, the largest population served across the Network were children living with immunological conditions. This percentage represents the amazing reach of our Global Partnership Program in serving the needs of children living with HIV in Africa, Asia and the Caribbean.

Making camps and programs possible for kids is only half of the impact, though! In the final report of the 2014 – 2015 Outcomes Evaluation conducted by Yale Child Study Center and SeriousFun, released in March of 2016, the newly built resiliency skills fostered during camp prove to benefit campers after the camp experience—truly opening up new possibilities for children living with serious illnesses.

Six Months After Camp Yale Child Study Center

78%
of parents noticed an increase in their child's **self-confidence**

76%
of parents reported an increase in their child's **independence**

72%
of parents reported their child had an increased interest in **social activities**

CAMP & PROGRAM LOCATIONS



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

CARIBBEAN: Kan Etwal®, Haiti®

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

MIDDLE EAST: Jordan River Village, Israel

AFRICA: Camp Hope, Botswana® | Camp Addis, Ethiopia® | Camp 'Mamohato, Lesotho® | Camp Hope, Malawi® | Camp Footprints, South Africa® | Sibancobi Camp, 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®



“ They make sure we have as much fun as we possibly can, and they do it with LOVE. ”
— Camper





The Hole in the Wall Gang Camp, Connecticut

The Power of PROGRESS

When Paul Newman first dreamed up the idea of a camp where children with serious illnesses could get away and “raise a little hell,” he probably knew that progress isn’t immediate. But he knew that if he could rally the hearts and minds of some committed individuals, nothing was going to get in their way.

Now almost 30 years later, we could not be more inspired by, and appreciative of, the gift that Paul Newman has given to us, and all the children and families we serve—and how he taught us all about **the power of possibility.**

Holding Ourselves to the Highest Standards

In 2016, the SeriousFun Support Center, in collaboration with representatives from across the Network, announced the expansion of the SeriousFun Children’s Network Camp Criteria. Criteria is a set of operating standards that ensures all Member camps and Global Partnership Programs are managing risk in a responsible, proactive manner; protecting the efficacy and integrity of their financial, fundraising, technological and administrative systems; and delivering high-quality programs for children with serious illness and their families.

The Criteria development and approval process, which took three years, is a testament to ensuring only the highest quality of care, safety, and security for all campers and their families. Criteria is proof of how far we’ve come together to ensure that the best care and attention are given to all that we do as a Network.



Dynamo Camp, Italy

Encouraging Excellence

Last year marked the launch of an innovative partnership between SeriousFun, the American Camp Association (ACA), and the Diabetes Education and Camping Association (DECA). Together we developed a Medically Focused Camp Programs Track, the first of its kind to be offered at the ACA's national conference. The track, which was underwritten by The Leona M. and Harry B. Helmsley Charitable Trust, as well as generous SeriousFun donors, will continue as part of a three-year partnership and addresses the needs of camp programs serving youth with health challenges. It has already given SeriousFun a leading voice within the larger camp community, creating new spaces for dialogue, learning, and collaboration in the years to come.

Fostering Innovation and Improvement

In 2016, two significant grant programs helped ensure that camps and programs can provide the best and safest opportunities for campers, while enabling us to look for new and improved opportunities and operational efficiencies.

Network Improvement Grants

The Network Improvement Program Grant (NIP) is intended to enhance the capacity and capability of SeriousFun Children's Network Member Camps to improve, deliver, and support high quality camp programs that meet the Criteria of SeriousFun Children's Network.

At Dynamo Camp in Italy, Network Improvement Grant funds were used to increase accessibility to their mini-farm and Club Med bathroom, and improve the safety of the adventure park. Jordan River Village in Israel improved accessibility by paving the pathways to their camp and archery sites. Double H Ranch in New York also improved accessibility and safety by upgrading

lighting, completing a new accessible waterfront dock, and resurfacing their basketball court. All this hard work makes sure that all activities are possible—and safe—for all campers.

Innovation Grants

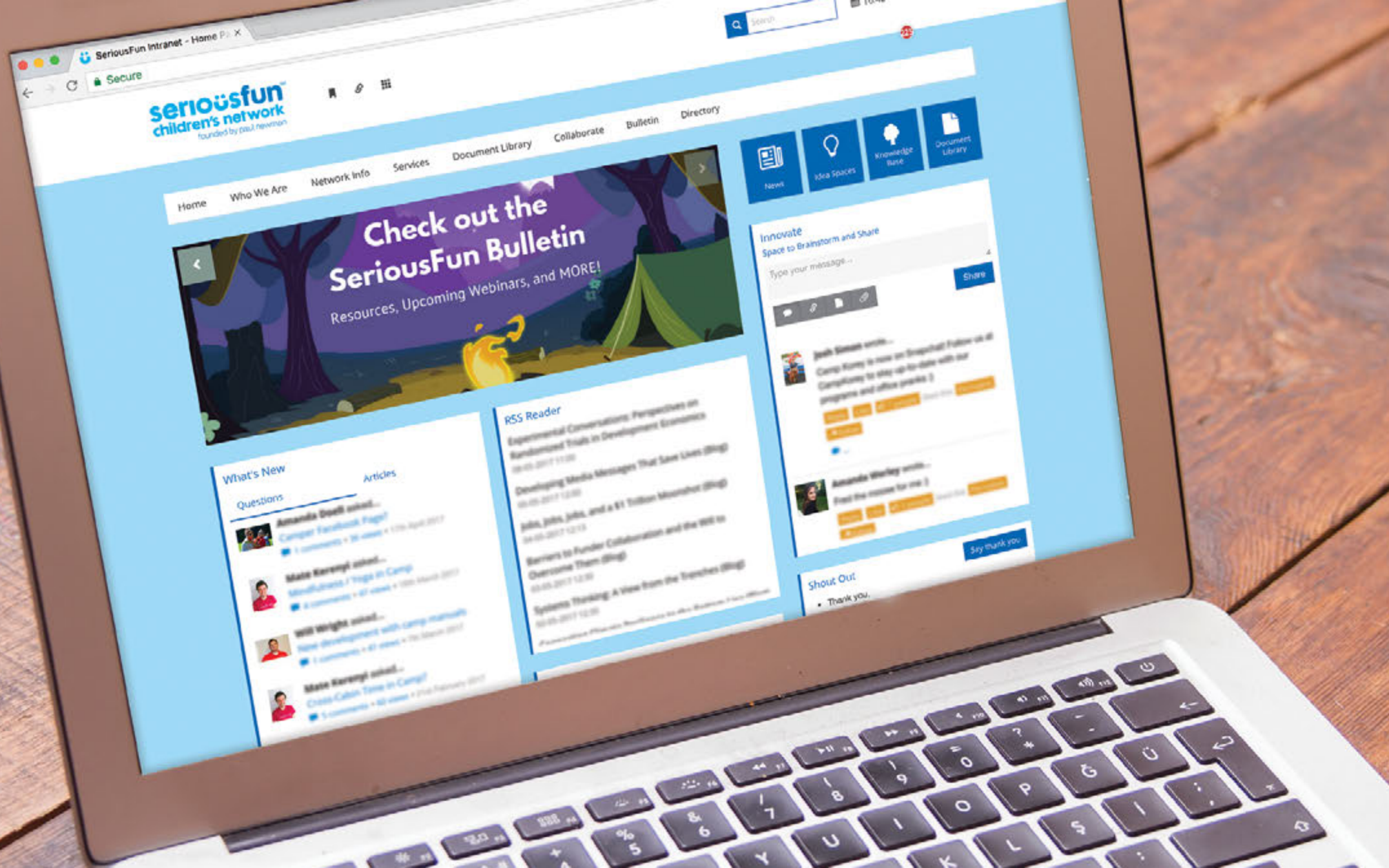
Underwritten by Newman's Own Foundation and The Hole in the Wall Gang Camp, the Innovation Grant allows camps to introduce new and innovative programs, while helping them become stronger and more self-sustaining. In Hungary, Bátor Tábor leveraged the Innovation Grant to expand hospital-based and offsite programs in Hungary and Poland. Camp Boggy Creek in Florida implemented a new Camper-in-Transition Program for campers who have turned 16 and can no longer participate in the traditional camp programs. The Painted Turtle in California expanded their reach by introducing a Family Weekend program for children living with epilepsy.

Coming Together in New Ways

In a year of many firsts, two dynamic conferences, the first for both Human Resources and Marketing, proved that sharing knowledge and experience is still the best way to collaborate.

The Marketing Conference, hosted by the Support Center in Florida in February 2016, brought together camp colleagues from marketing, communications, and development, as well as CEOs, to learn about best practices in marketing. The group also met with colleagues from Abercrombie & Fitch and Ben & Jerry's to brainstorm about building awareness of SeriousFun and our partnerships.

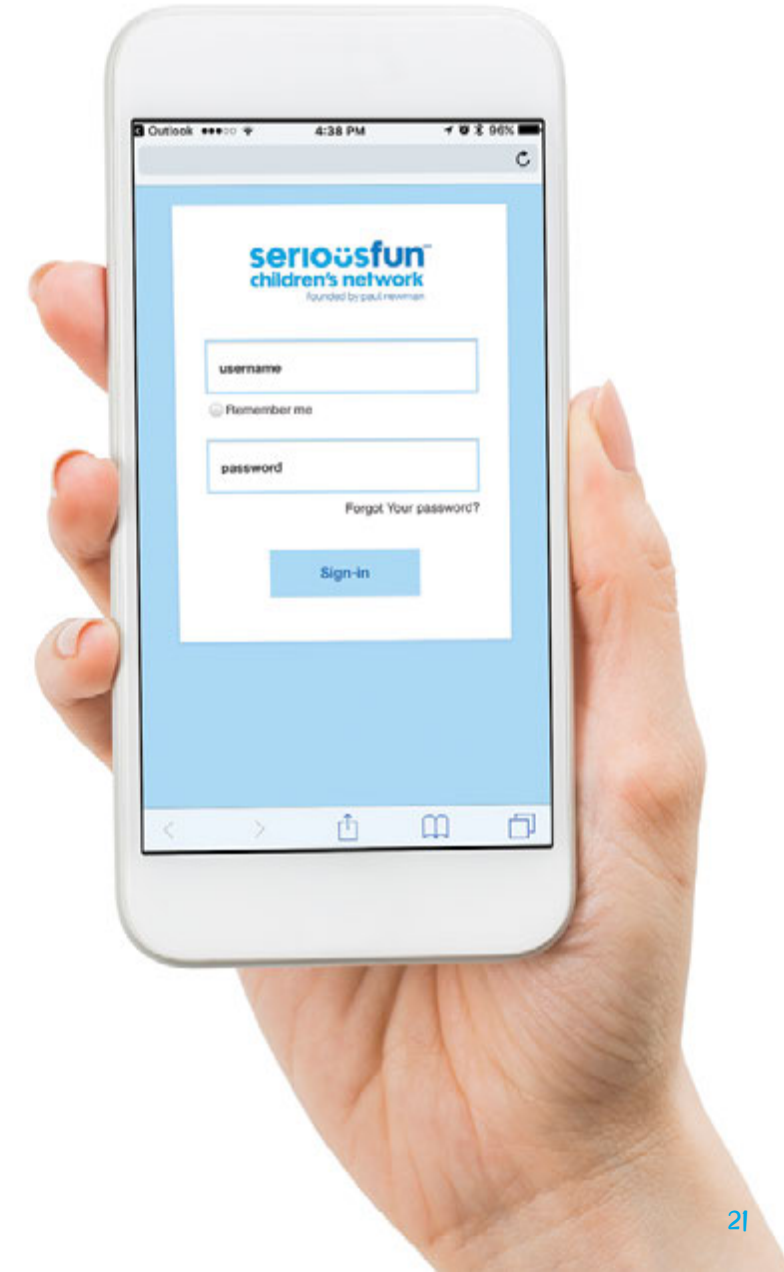
In October, our friends at Cardinal Health, long-time supporters of Flying Horse Farms, led the two-day Human Resources conference. The conference offered leadership workshops, training in best practices in HR, and numerous functional tools for CEOs, CFOs, and HR Directors to take home to their camps.



Collaboration is Power

In October, the Network proudly launched its first-ever collaboration and content driven inter-web system—The Funtranet!

The purpose of The Funtranet is to provide virtual opportunities for all SeriousFun camps, programs, and the Support Center to connect and communicate. It hosts discussion boards, an in-depth document library, a knowledge base of articles, social feeds, and more. The Funtranet creates opportunities for staff across the Network to share ideas, celebrate milestones, and utilize the expertise within the Network.





New Chief Executive Officer
Blake Maher



Blake at The Hole in the
Wall Gang Camp. 1990



The Power of PEOPLE

Any organization is only as strong as the people who believe and live its mission. This is particularly true for SeriousFun Children’s Network. The organization is not only made up of hundreds of dedicated individuals who wake up every day wanting to make the lives of children living with serious illnesses a little brighter, but all of the families, donors, volunteers, and communities who continue to propel the power of possibility all around the world.

SeriousFun Welcomes New Chief Executive Officer Blake Maher!

Few people know the power of camp—or the impact that it can have on a life—as well as Blake Maher. Since first reading an article on “Paul Newman’s Dream,” fittingly published in LIFE magazine, Blake knew that camp was where he wanted to be.

Blake had his first season as a cabin counselor at The Hole in the Wall Gang Camp in 1989, not only experiencing the early beginnings of SeriousFun but doing so in the presence of our

founder, Paul Newman, who was often at camp. While many young people may have had their need for inspiration fulfilled after one summer, Blake was just getting started. As the demand grew for more programs serving children with serious illnesses, Blake was invited to be part of the leadership team planning a new camp in Ireland. He gladly accepted and went to Ireland to help shape and carry out the first summer of camp at Barretstown.

Over the next two decades, Blake, and the many friends and contacts that he made over the years through camp, continued to work together to support the new and growing camps around the world. Having met Page Adler, a founder of The Painted Turtle in California, during his time at The Hole in the Wall Gang Camp, Blake was invited out to The Painted Turtle to help the camp prepare for its first summer in 2004. For more than seven years, Blake focused his efforts on ensuring first-class medical care, staffing and facilities of that camp, as well as overseeing partnerships with health organizations and the development of new hospital programs. In 2011, he was named CEO at The Painted Turtle, serving in that role for five years before being invited to join the Network Support Center as Chief Program Officer. With his deep knowledge and understanding of the unique needs of the camps, programs, staff, campers, and families we serve, Blake was named CEO of SeriousFun Children's Network in September 2016.

"For more than 20 years, I have witnessed the remarkable impact that SeriousFun camps have on the lives of children with serious illnesses and their families," says Blake "I'm continually inspired by the courage of the children and by the devotion of our camps, staff, partners, volunteers, and the camper families. It is an honor to be taking on an even greater role in shaping and supporting this important work."

When he became a camp counselor in 1989, Blake had no idea the impact it would have on his future, but his story is just another example of how spending the summer at camp can be a life-changing experience.

Biking 206 Miles to Send Camp Around the World

Last summer, Andrew Chonoles set out for his sixth Seattle to Portland Bicycle Classic (STP). As the race approached, he prepared to do what only one-tenth of the participants do: ride all 206 miles in one day. But that's not all. Andrew was equally determined to raise thousands of dollars to support SeriousFun's Global Partnership Program. Burning approximately 13,000 calories on July 16th, Andrew raised \$19,261—which was matched to reach a grand total of \$38,522!

A Formula for FUNdraising

Burning approximately

13,000

calories on July 16th,
Andrew Chonoles raised

\$19,261

which was matched to
reach a grand total of

\$38,522!



Seattle

206 miles!

Portland

Andrew Chonoles

If you ask Andrew why he did it, he'll tell you it makes tackling the STP that much easier. That's because he believes so fiercely in the transformative power of sending children with serious illnesses to camp for free. Like Andrew, we believe in the healing power of camp, and the possibility that one generous act can change a child's life!

The Story of Sem Vuthy: Fostering the Next Generation of Camp Leaders

Sem Vuthy didn't set out to change how children and young adults living with serious illnesses are treated in Cambodia—he just wanted to help build their confidence and see a few more smiles on their faces.

Vuthy had been working with a program focused on supporting children living with HIV/AIDS in Southeast Asia for years, ensuring that they received free antiretroviral medications and adhered to their treatment schedules. As the program grew, it transformed into New Hope for Cambodian Children (NHCC), an organization dedicated to serving the needs of this marginalized population. A few years later, SeriousFun and NHCC forged a partnership to implement camp in Cambodia and Vuthy was named Camp Director for Camp Lotus.

In that first season of camp, Vuthy saw how beneficial it was for the many children who needed these positive, confidence-building programs. He also saw the need to continue supporting young adults who were not only still in need of support, but had the powerful

potential to become mentors and allies for the local children. He began to build a Leaders-in-Training (LIT) program for teenagers living in the NHCC children's village. Vuthy says,

“**These teens are living with HIV. They've already lost opportunities. Since I can't eliminate their problems or always be with them, we help by *building their confidence.***”

The LIT Program does that and more. For this vulnerable population, it provides training in leadership, team-building, and life skills to set them up for future success. Camp offers a safe space for them to practice and implement these newly acquired skills.

Vuthy also focuses on ensuring that this life-changing impact is multiplied in the most ways possible. In 2016, he took a Camp Director course offered by the International Camping Fellowship, sharing the knowledge he gained with his staff in Cambodia, as well as with SeriousFun camp staff all around the world.

“**SeriousFun has provided so much *KNOWLEDGE.* I don't want to just use my ideas at camp. I want to share them with everyone—to let others feel the *PASSION* I have. I can't keep it all to myself.**”
— Vuthy



2012 Camp Lotus Leadership Team Training, Phnom Penh, Cambodia



“ What I find so special about camp is the incredible bubble that is created around the experience. It creates a **Positive Mindset** that can help both campers and volunteers find the light during the difficult times they may face. ”

– Camp Volunteer



Abercrombie & Fitch



Abercrombie & Fitch
Camp Counselors at
Double H Ranch



Volunteers at
Shire's Global
Day of Service



The Power of PARTNERSHIP

2016 was a landmark year for SeriousFun Children's Network and our corporate and foundation partners. Our partners help make camp possible for tens of thousands of children around the world—and it's not just through financial contributions. They offer their voices, their reach, their products and the dedication of their employees in support of all of the camps and programs throughout SeriousFun Children's Network.

Taking Support to the Next Level

In 2011, the team at Abercrombie & Fitch Co. in New Albany, OH, began working with local camp Flying Horse Farms to engage home office associates in supporting the transformative camp experiences offered to children living with serious illnesses and their families. Throughout the next five years, the relationship grew—not only in the dedication of the associates, but to the level of Network-wide partnership with SeriousFun, one that benefits all of the Network's camps and programs.

In April 2016, Abercrombie & Fitch announced a five-year, \$15 million commitment—\$7.5 million in financial contributions and \$7.5 million in in-kind apparel donations—to SeriousFun. Through this unparalleled partnership, Abercrombie & Fitch becomes the first-ever apparel sponsor of SeriousFun Children's Network. In addition, the partnership includes a unique Camp Counselor volunteer program and a variety of important brand-building and engagement opportunities. A&F's signature athletic, music and culinary event, The A&F Challenge, will also benefit SeriousFun for the duration of the partnership!

A Commitment to Campers

In February 2016, Shire, a leading global biotechnology company focused on rare diseases and specialty conditions, marked the company's 30th anniversary by announcing a new initiative designed to positively affect the lives of children with rare diseases.

With its annual gift of \$1 million for three years to SeriousFun (\$3 million total), Shire is enabling nearly 1,000 children, many with rare diseases, to experience our life-changing camps and programs for free. Shire and its employees are also committed to providing much-needed volunteer power to support the needs of the camps, campers and families. In 2016 alone, Shire employees contributed more than 5,000 hours to volunteering at SeriousFun camps around the world as counselors and through Shire's Global Day of Service, preparing the sites for upcoming program sessions.

\$845,000+

has gone to SeriousFun from sales of
The Tonight Dough Starring Jimmy Fallon



Ben & Jerry and Jimmy Show Us the Dough!

When Ben & Jerry's launched the new flavor The Tonight Dough Starring Jimmy Fallon in 2015, the world was screaming for ice cream. But the whole thing was made even sweeter when Jimmy Fallon announced that he would be donating his proceeds from the sale of the ice cream to support SeriousFun! Since then, SeriousFun has received more than \$845,000 from the sale of the ice cream, and it has helped spread the message of the power of possibility to ice cream loving fans all over.

Thank you Jimmy—and thank you Ben & Jerry's—for spreading the **LOVE**, one scoop at a time!

GSK has dedicated
\$16.6 million+



GSK employees regularly volunteer their time to help support the camps. To date, over 1,800 employees have volunteered at SeriousFun camps.

Barretstown, Ireland



Two Decades of Dedication

Since 1994, the camps and programs of SeriousFun Children's Network have been receiving an immense amount of support from our partner GSK. It all started with Barretstown in Ireland, when Smithkline Beecham funded the development of the Med Shed, the camp's onsite medical facility.

As the company's connection to the camp grew, so did the partnership. GSK not only supported Barretstown but also L'Envol in France, Bátor Tábor in Hungary, Dynamo Camp in Italy, and Victory Junction in the United States.

In 2014 that support expanded even further, evolving into a Pan-European partnership which included Over the Wall in the United Kingdom and Jordan River Village in Israel. In 2016, GSK also committed to support Global Partnership Programs in Botswana and South Africa. In total, GSK has dedicated more than \$16.6 million to support the work of SeriousFun camps and programs! From the SeriousFun family to yours, GSK, thank you for making fun possible for children everywhere!

Three Primary Objectives of the Global Partnership Program Experience:

- 1 ENGAGE YOUTH** in a fun and socially supportive camp experience
- 2 FOSTER ADHERENCE** and acceptance of medications and treatments
- 3 EMPOWER YOUTH** by developing leadership skills, confidence and a positive attitude



A Global Vision: Life-Changing Fun for Everyone

While visiting Africa in 2001, Paul Newman was moved by the incredible children he met there, and he recognized the same sense of wonder and innocence that he always saw among children at SeriousFun camps. Guided by this realization, Paul set out to design a special program that offered culturally relevant camp and outreach experiences to children living with serious illnesses in resource-limited countries.

SeriousFun works in collaboration with other international nonprofit organizations and local hospitals to deliver these very special programs throughout Africa, Asia and the Caribbean. SeriousFun trains local partner organization staff, enabling them to provide high-impact camp experiences using rented facilities and local resources. Teams receive guidance on how to recruit camp staff, secure a camp location, facilitate training and manage overall logistics. In addition, local medical teams are coached to coordinate camper recruitment, schedule medical coverage and obtain medical supplies for each program—all with the goal of developing sustainable camp programs with local roots and leadership through our partners.

In 2016, the Global Partnership Program served more than 2,800 campers through residential camp, with an additional 28,800 experiences provided through teen clubs and follow-up programs. Since 2008, Global Partnership Programs have served more than 14,700 campers through residential programming, and more than 108,400 children and caregivers through outreach experiences!

Thank YOU to all of the organizations that make our Global Partnership Program possible:

- Access Health Africa
- Action Service Hope for AIDS Foundation
- Baylor College of Medicine Children's Foundation Malawi
- Baylor College of Medicine Children's Foundation Tanzania
- Baylor College of Medicine Children's Foundation Uganda
- Baylor College of Medicine Children's Foundation Swaziland
- Baylor International Pediatric AIDS Initiative
- Botswana-Baylor Children's Clinical Center of Excellence
- Just Footprints Foundation
- New Hope for Cambodian Children
- Reaching the Unreached
- Sentebale
- Young Heroes
- Y.R. Gaitonde Center for AIDS Research and Education
- Worldwide Orphans Foundation

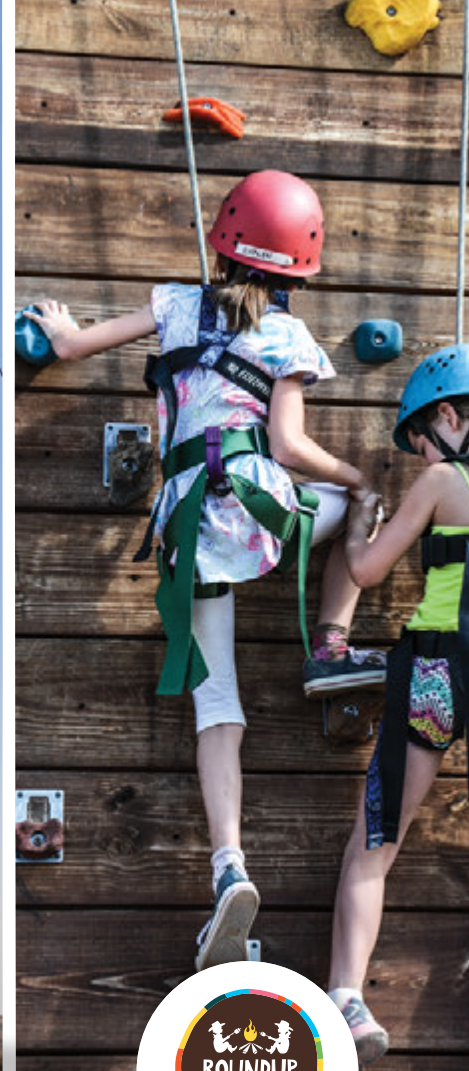


“ Beyond the fun, this experience gave me **self-confidence** and a feeling that I am not different—a feeling of unity. ”

— Camper



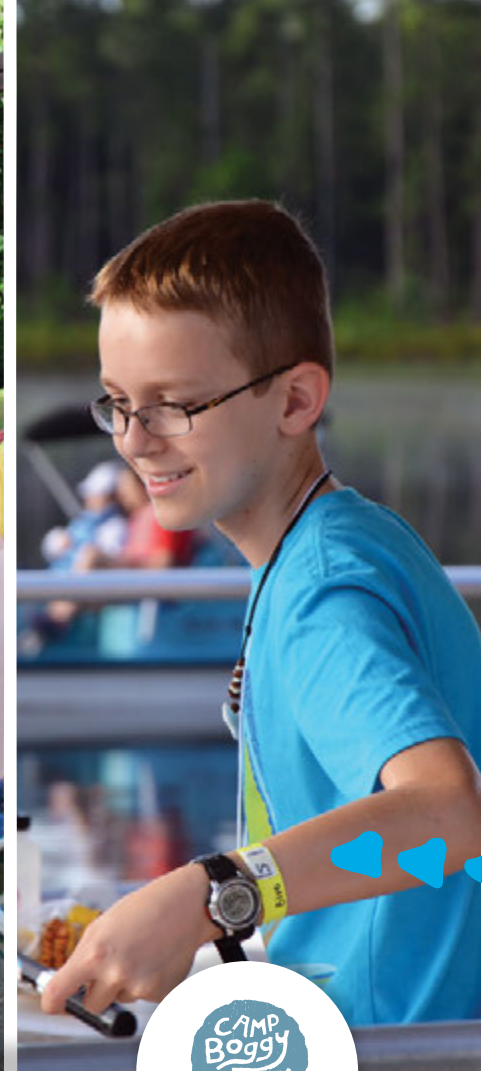
5 years!



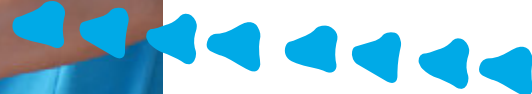
10 years!



15 years!



20 years!



The Power of Positivity

The power of positivity is never as crucial as when it seems like the odds are against you. Positivity can motivate the mind, strengthen the spirit, and break boundaries. All around the world, the belief that nothing is impossible is positively impacting the lives of our campers and families, and shaping communities.

Celebrating Camp!

In 2016, a number of SeriousFun camps around the world celebrated milestones that are truly a testament to their commitment to serving children with serious illnesses and their families. Some call them anniversaries, some call them celebrations—to us, they are dreams realized.

Congratulations for reaching these amazing milestones and thank you for always believing in the power of possibility.

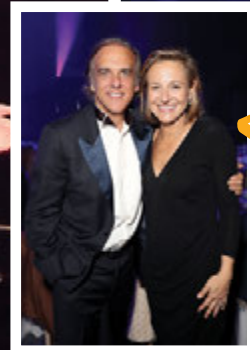
The Stars Align— and Shine— for SeriousFun

In 2016, the SeriousFun Children's Network galas in New York and London brought together some of the biggest stars in music and entertainment to celebrate and support SeriousFun.

Featuring Jon Bon Jovi, Laura Linney, Kyle McLachlan, Chris Botti, and Joy Behar in New York; and Jude Law, Aidan Gillen, Natalie Pinkham and KT Tunstall in London, the events raised a combined \$1.5 million for the camps and programs around the world. But the true stars of both events were the SeriousFun campers, who gave uplifting performances, and their parents, who provided heartfelt testimonials.



KT Tunstall rocks out at the London Gala



Board Members Paco Arango and Serena Porcari celebrating camp



KT Tunstall, Clea Newman, Jude Law, and Natalie Pinkham

Jon Bon Jovi, New York City



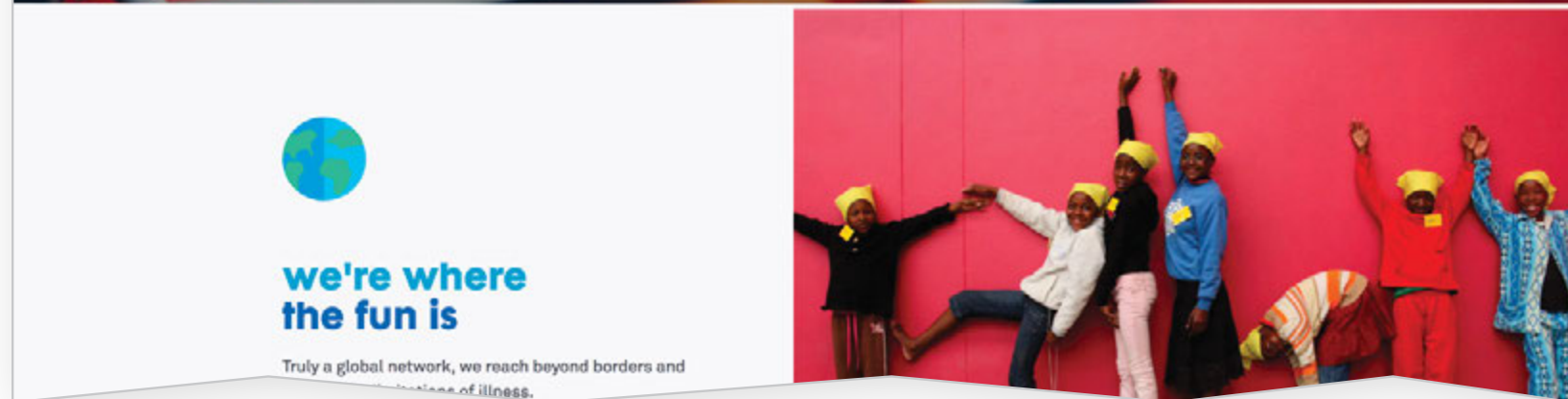
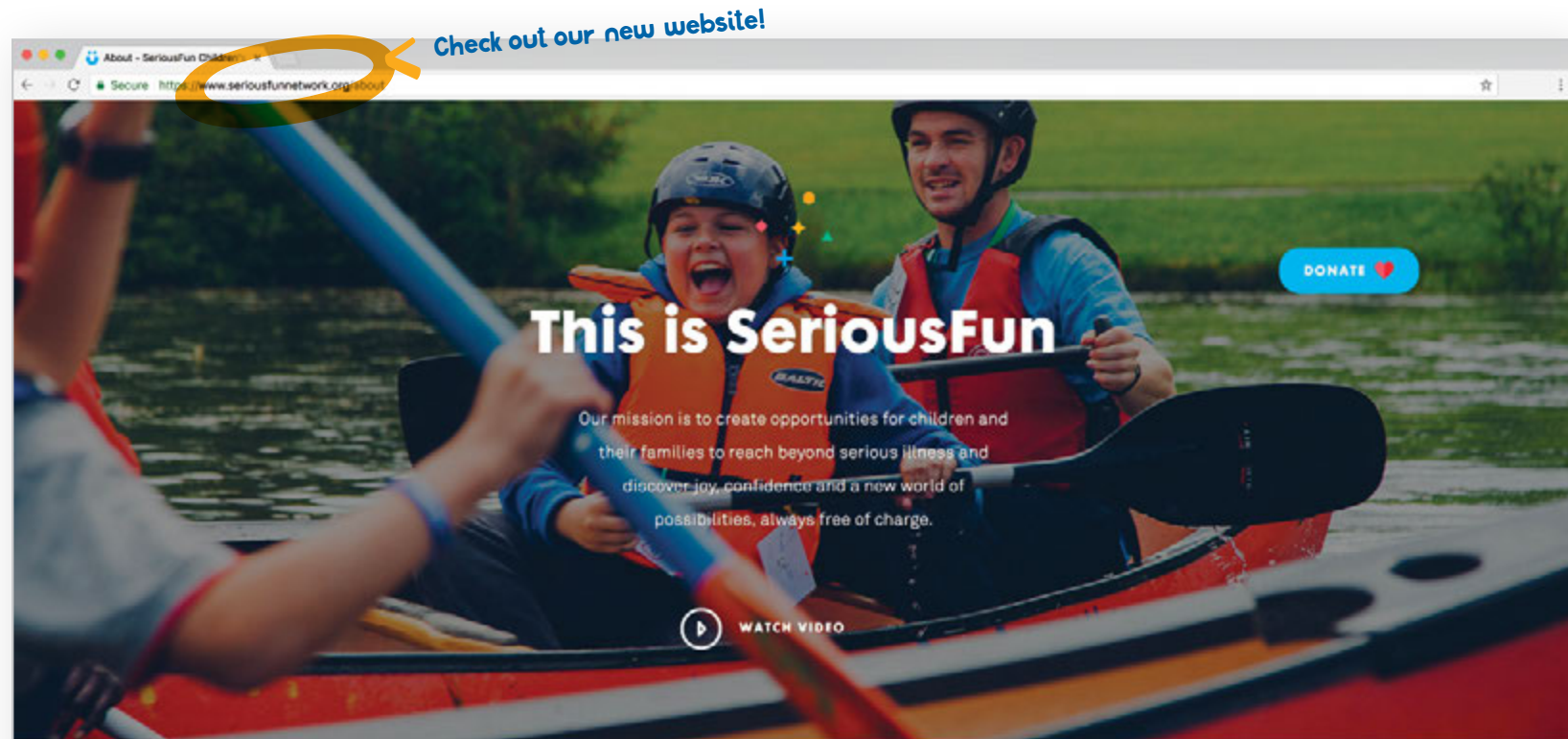
Laura Linney walks the blue carpet in NYC



Kyle MacLachlan shares the power of camp



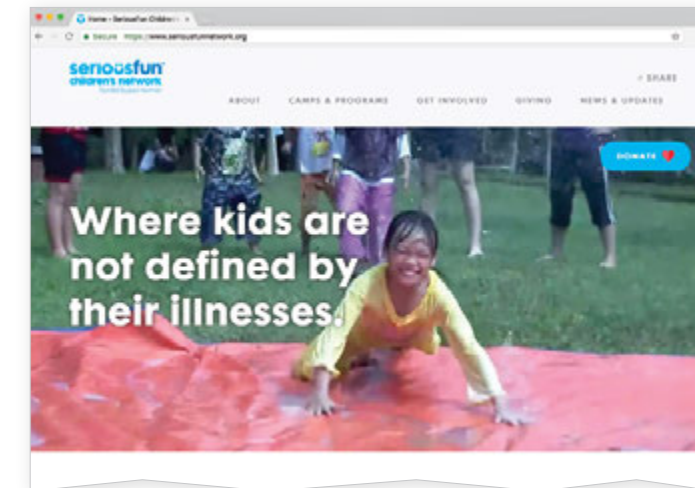
Campers, New York City



The NEW SeriousFunNetwork.org!

In October of 2016, SeriousFun Children's Network unveiled the results of our most substantial digital project yet—our new website!

Through its innovative use of storytelling, imagery, and action video, the website shows, not just tells, why SeriousFun is so important to children and families around the globe. Bringing camp to life on all screens, the website is strategically designed to illustrate the transformative power of camp to new audiences. From camper stories to ideas for adaptable activities, the SeriousFun website is your source for all seriously fun news and camp-inspired fun.



Camp-Inspired Messy Fun for Everyone



Hundreds of families from New York and Connecticut came to Brooklyn in June to join in the joyously messy, powerfully positive, camp-inspired fun that was the SeriousFun Messtival.

Aimed at engaging families in the SeriousFun mission, and raising awareness and donations for the Network, Messtival included activities and elements that are often found at SeriousFun camps around the world including a zipline, mess hall, performance stage, arts and crafts cabin, and archery.

The Messtival, supported by sponsors Newman's Own, Niagara Bottling, Hasbro, Inc., Abercrombie & Fitch Co., The Little Gym, KinderMusik, Ben & Jerry's, and a number of local partners, was even featured in the weekend edition of *The New York Times*!



2016 FINANCIALS

January 1, 2016 – December 31, 2016

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.

➤ \$4,111,389 of contribution-in-kind expenses (donated t-shirts and media time) were included in overall expenses

➤➤ \$5,431,895 of this is currently restricted to programs

The primary differences in year-over-year contributions result from a \$2.2 million decrease in contribution-in-kind advertising, offset by gifts from two new major global partnerships.

Program Services expenditure decreased due mainly to reduced contribution-in-kind expenses.

SUPPORT & REVENUE

	2016	2015
Support		
Contributions & Special Events	\$13,448,518	\$11,559,916
Contributions In-Kind	\$4,111,389	\$6,277,536
Total Support	\$17,559,907	\$17,837,452

	Revenue	Revenue
Dividend, Interest Income	\$103,168	\$101,564
Gains & Losses on Investments	\$46,505	\$(80,693)
Total Revenue	\$149,673	\$20,871
Total Support & Revenue	\$17,709,580	\$17,858,323

EXPENSES

	Program Services	Program Services
Program	\$11,068,484	\$11,812,465
Contribution-In-Kind Expenses ➤	\$ 3,517,044	\$5,903,000
Total Program Services	\$14,585,528	\$17,715,465

	Support Services	Support Services
General Administrative	\$839,335	\$547,151
Development	\$1,832,848	\$1,992,667
Contribution-In-Kind Expenses	\$ 594,345	\$374,536
Total Support Services	\$3,266,528	\$2,914,354
Loss on Foreign Currency	\$116,394	\$103,151
Total Expenses	\$17,968,450	\$20,732,970
Total Change in Net Assets	\$(258,870)	\$(2,874,647)

Net Assets at beginning of FY	\$8,462,175	\$11,336,822
End Net Assets ➤➤	\$8,203,305	\$8,462,175



“ It is this common belief that we all have the power to help spread the **Magic of Camp** that is making a difference for more children and families every year. ”

— Blake Maher, CEO

Roundup River Ranch, Colorado

Thank you FOR BELIEVING

In-Kind Support

From camp essentials to technical expertise, in-kind donations offset Network or direct camp costs, or bring new resources to strengthen operations. We would like to acknowledge the following organizations for their in-kind contributions of goods and/or services provided in 2016:

Abercrombie & Fitch Co. | GSK | Hasbro, Inc. | Kimberly-Clark Corporation | Newman's Own | Plaid | Tarkett | Wyndham Vacation Ownership

Camp Champs

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

Deborah and Mark Archer
Hope and Mark Bailot
Norberto Bilgoraj
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“ When you go to camp there’s no doubt about it: you know you’re there. The sight of blue skies and leafy trees, the promise of s’mores, and—most importantly—the feeling that you’re being **WELCOMED HOME.** ”

— Camp Volunteer





“ From the day back in the summer of 1988, I knew then that the camps would be a statement of people’s generosity. ”

— Paul Newman

Jordan River Village, Israel

BUILDING THE 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.

- \$5,000,000+**
Newman's Own Foundation
Including grants recommended by Carrefour, John Everets, Robert Forrester, Lissy Newman, Clea Newman Soderlund, Pamela Papay, Serena Porcari, Joanne Woodward, and John Marshall under the Foundation's Community Partners Program.
- \$3,000,000+**
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- \$1,000,000+**
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“ **They make sure we have as much fun as we possibly can, and they do it with LOVE.** ”

— Camper

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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:

203-571-0686
or acsonka@seriousfunnetwork.org



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“ **Right now there's no cure for our daughter's ataxia, so she thrives on the courage and confidence that she's gained at camp. She thrives because of camp. Thank you for giving our daughter this amazing gift.** ”

— Camper Parent

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“ Today he told me that this is the first time in a long time he's actually felt like a kid rather than someone with cancer. ”

— Camper Parent



“ Sitting around campfires and catching fish sounds simple enough, but you should never underestimate the value of laughter when you spend so many days in the hospital. ”

— Former Camper and Staff Member

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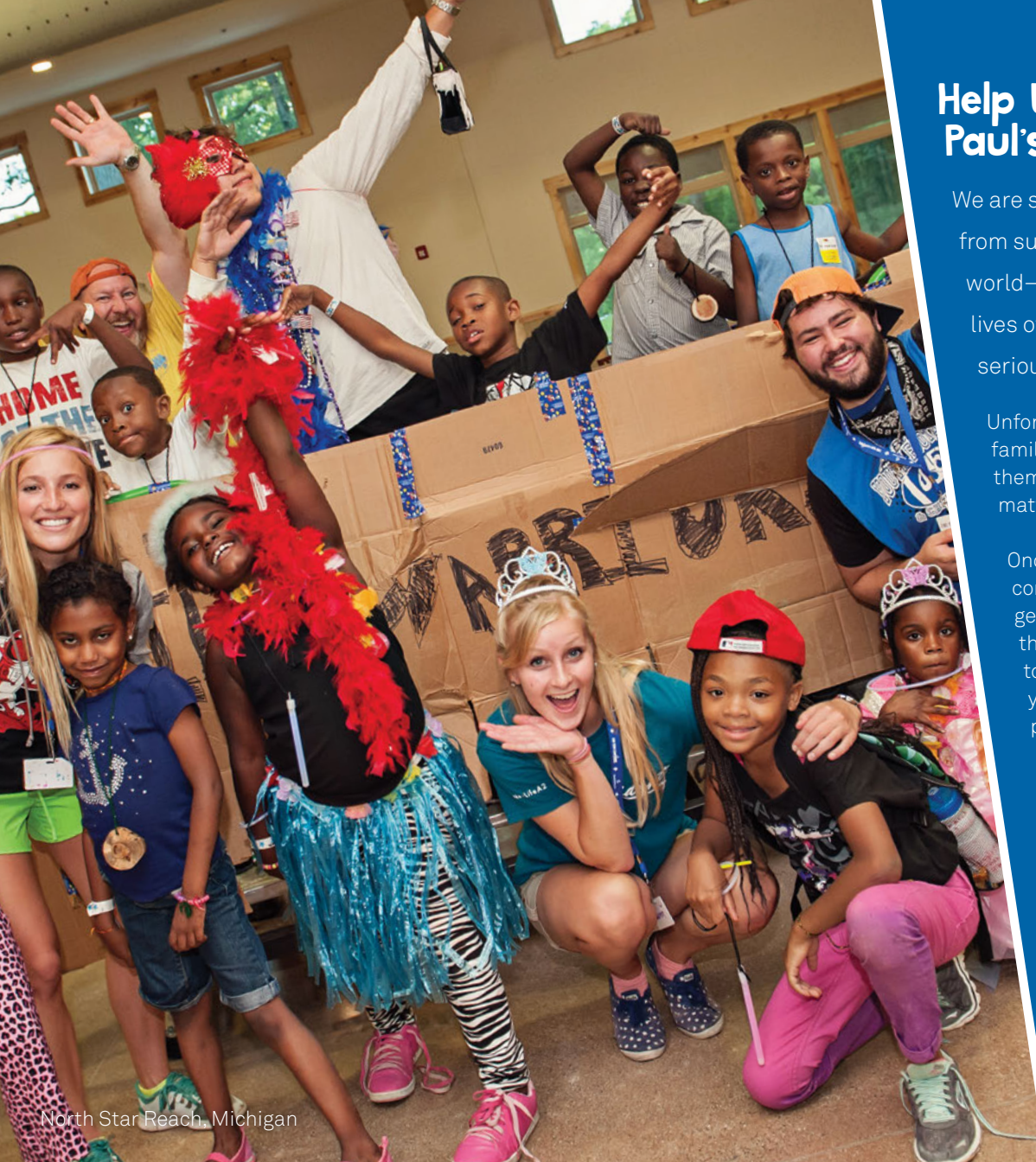
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Jordan River Village, Israel



Help Us Continue Paul's Legacy

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

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

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

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

PLEASE VISIT:
[seriousfunnetwork.org/
plannedgiving](https://seriousfunnetwork.org/plannedgiving)

OR CONTACT JULIA HARRIS:
jharris@seriousfunnetwork.org
or 203-571-0694

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

seriousfunnetwork.org
p. 203.562.1203



North Star Reach, Michigan

