

2023

ANNUAL

Report

**seriousfun**<sup>SM</sup>  
children's network  
founded by paul newman



INFORMATION:



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[www.seriousfun.org](http://www.seriousfun.org)

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## WELCOME *Letter*

Dear friends of SeriousFun,

What a year it has been – thanks in very large part to you.

As we reflect on the past year for SeriousFun, we find it important to consider both the progress we made in 2023, but also how far we have come, together, since our founder Paul Newman first decided to open a very special camp for children with serious illnesses. Not only have our camps, programs, and Network changed in many ways, the world is a very different place too.

Innovation, inclusion, accessibility, social connectivity, and creativity have inspired so much good in the world. It's hard to believe that there was a time, not so long ago, when children living with serious illnesses were not offered the opportunities to participate, discover, and connect like they are today. But still, so many children miss out on these opportunities. It may be because they are in hospitals getting much needed care, they are being or feeling detached from peers, families are facing financial or support challenges, or they just don't have safe and accessible programs near where they live. There are countless reasons why they may not be getting the childhood experiences they deserve, but there is one very important reason why many of them do: YOU.

By the end of 2023, SeriousFun camps and programs had delivered more than 1.9 million transformative camp experiences to children, family members, and caregivers from more than 50 countries, totally free of charge, since the first camp opened in 1988. And while that is a truly remarkable figure, it is not nearly enough to satisfy all the amazing leaders, staff, volunteers, health professionals, donors, partners, and supporters, like you, who give generously from their hearts to ensure that as many children as possible can benefit from the real and lasting outcomes of SeriousFun camps and programs.

As you may know, in 2022 SeriousFun Children's Network unveiled its first ever vision statement to help move the organization towards the change we want to see in the world. We endeavor to create a world where every child with a serious illness will find belonging, experience joy, and realize their full potential. Thanks to every single individual, family, and community who is part of or supports SeriousFun, we are on our way.

Thank you for believing in SeriousFun and the power of a WORLD OF GOOD.



**John Frascotti**  
Chair, Board of Directors



**Maurice Pratt**  
Vice Chair, Board of Directors

Thank you to Maurice Pratt for his dedicated service as the Chair of the SeriousFun Board of Directors 2019-2023.

# 2023 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 throughout the Network. As a result of the generous ongoing support provided by Newman's Own Foundation and our network of dedicated partners and donors, as well as our persistent focus on efficient and responsible use of resources, we are able to provide valuable program and support services to our Network, while honoring the intentions of our donors.

	2023	2022
<b>Support</b>		
Contributions and special events (net)	\$15,902,795	\$13,807,219
In-kind contributions <sup>1</sup>	\$645,978	\$690,853
<b>Total Support</b>	<b>\$16,548,773</b>	<b>\$14,498,072</b>
<b>Revenue</b>		
Dividend, interest and other investment income	\$587,906	\$157,740
Gains/(loss) on investments	\$459,790	(\$898,651)
Gains/(loss) on foreign currency	(\$9,726)	(\$65,217)
<b>Total Revenue</b>	<b>\$1,037,970</b>	<b>(\$806,128)</b>
<b>Total Support &amp; Revenue</b>	<b>\$17,586,743</b>	<b>\$13,691,944</b>
<b>Program Services</b>		
Program	\$14,829,817	\$12,221,851
In-kind expenses <sup>1</sup>	\$645,978	\$690,853
<b>Total Program Services</b>	<b>\$15,475,795</b>	<b>\$12,912,704</b>
<b>Support Services</b>		
General Administrative	\$888,201	\$908,964
Development	\$750,893	\$866,024
<b>Total Support Services</b>	<b>\$1,639,094</b>	<b>\$1,774,988</b>
<b>Total Expenses</b>	<b>\$17,114,889</b>	<b>\$14,687,692</b>
<b>Total Change in Net Assets</b>	<b>\$471,854</b>	<b>(\$995,748)</b>
<b>Beginning Net Assets</b>	<b>\$15,457,174</b>	<b>\$16,452,922</b>
<b>Ending Net Assets<sup>2</sup></b>	<b>\$15,929,028</b>	<b>\$15,457,174</b>

**Notes:**

1. In-kind contributions (and matching in-kind expenses) include donated camper and staff t-shirts, as well as other camp and related supplies.
2. \$3,108,289 of the total 2023 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.

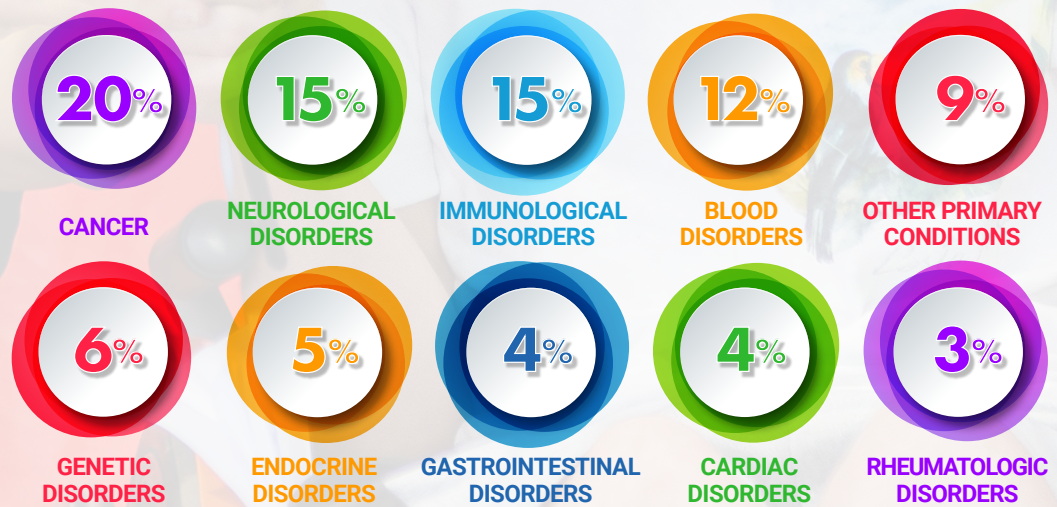
## 2023 EXPERIENCES delivered



## 2023 MEDICAL CONDITIONS served

Over recent years, camps and programs within SeriousFun Children’s Network have actively served, and gained the ability to serve, hundreds of different and complex medical conditions – more than any single network of camps in the world.

### MOST SERVED CAMPER DIAGNOSIS GROUPS FOR 2023





## A MEMORABLE EXPERIENCE FOR PERLA, *in all the ways possible*

Out of all the wonderful things that Perla gained during her time at The Painted Turtle, the SeriousFun camp in California, the one she treasures the most is courage. Following a kidney failure diagnosis, The Painted Turtle offered Perla and her mother a comforting invitation to enjoy childhood the way it is meant to be. With the support of camp, Perla blossomed as she developed the courage to seek greater things for herself. Along the way, she made friends and priceless memories including finding out, while at camp, that she would be receiving a kidney transplant. Today, Perla's camp journey has led her to pay it forward as a Painted Turtle staff member, helping kids like herself to reimagine what is possible.

## CAMP MEANS CONFIDENCE AND CAPABILITY *for Len*

If you met Len today, you wouldn't know that prior to attending Over The Wall, the SeriousFun camp in the United Kingdom, he was a shy boy who struggled with confidence stemming from living with epilepsy and rare vascular disease diagnoses. Len's time at camp gave him the opportunity to embrace activities he never imagined he could do like rock climbing. More than that, it offered him the space to be independent and encouraged him to realize what he is capable of. Today, Len looks toward the future with the confidence he developed at camp and holds fast to goals like seeing the world and volunteering at Over The Wall to do for other children what camp did for him.



## SKILLS FOR LIFE PILOT PARTNERSHIP PROGRAM *in the Netherlands*

To achieve the SeriousFun vision of creating a world of belonging and possibility for kids with serious illnesses, collaboration with others is critical. Over the last 30 years, SeriousFun Children's Network has partnered with organizations to have lasting impacts on many children living with serious illness and their families. In 2023, we found dedicated partners in Outward Bound Netherlands and Erasmus MC Sophia Children's Hospital to pilot a new Partner Program in the Netherlands. The combination of an outdoor education approach and local medical expertise fit seamlessly with SeriousFun's medical specialty model as we worked together to bring about a pilot program, named Skills for Life, that not only expanded the Network's geographic scope but encouraged innovations that we will take into the future.



Skills for Life, a first-of-its-kind pilot of a SeriousFun Partner Program in Europe, offered children and youth ages 10-17 living with sickle cell disease meaningful nature-focused camp experiences in the beautiful wilderness of Zeeland. This program marked one of the first times that the participating children had spent days outside of the bustling city of Rotterdam. With the support of medical professionals who routinely care for the children at Erasmus MC Sophia Children's Hospital, attendees engaged in unique nature activities like deer watching, as well as play-based sessions focused on how to cultivate healthy lifestyles while managing sickle cell disease. Over four days together, new friendships blossomed and possibilities were reimaged, as these resilient children embraced their surroundings and discovered new strengths within themselves. This is the essence of what SeriousFun partnerships deliver.



In collaboration between SeriousFun Children's Network, a fantastic medical team, and Outward Bound Netherlands, we formed a safe situation where the children of Erasmus MC-Sophia had the chance to play, romp, and be children. They were able to let go of their role as patients and start connecting.

-Camp Nurse

## MEDICAL VOLUNTEERS AND SEASONAL STAFF Study



We will always be grateful to the medical professionals who go to extraordinary lengths to provide campers with seamless, safety and health-focused camp experiences. And we know how challenging providing that level of care today can be. In the midst of an ongoing pandemic yielding healthcare provider fatigue and burnout, we recognize the importance of providing our medical volunteers meaningful opportunities for respite and well-being that can help them flourish in their important daily work. In 2023, we worked with the University of Colorado Denver to survey medical volunteers and seasonal staff at six U.S. Member Camps with the goal of understanding the potential outcomes of their camp experience.

“ This study demonstrates improved lived experience of medical staff and volunteers who work with children and families, both at camp and in their communities, and helps to actualize our mission of serving kids with serious illnesses globally. ”

-Dr. Laura Blaisdell, Medical Advisor,  
SeriousFun Children's Network

Through semi-structured interviews and surveys, 95 summer medical volunteers and seasonal staff who provided medical care at SeriousFun camps in 2022 were asked about topics including professional quality of life, well-being, and workplace satisfaction. Findings showed 99% reported positive camp experiences and around 60% reported that the personal and professional connections they forged at camp were still intact three months after their time there. Notably, volunteers and staff were found to have statistically significantly lower secondary traumatic stress scores after volunteering at camp. While burnout and fatigue continue to be challenges for many physicians and nurses, the respite and invigoration of well-being from their volunteer experience offered volunteers promising improvements to their outlook, such as the ability to recognize their positive impact on the lives of their pediatric patients.



# 2023 NETWORK Gathering

## 2023 NETWORK



## 2023 SERIOUSFUN NETWORK *Gathering*

One of the most notable SeriousFun gatherings of 2023 surprisingly did not take place at a camp nor did it directly involve campers. The 2023 SeriousFun Gathering provided a welcome space for the re-establishment of in-person connection and collaboration, as well as timely discussions on important topics and issues facing members of our Network. Nearly 100 participants representing 14 SeriousFun Member Camps and Partner Programs came together with Support Center staff in Stamford, Connecticut, for the first large-scale, in-person gathering since the start of the COVID-19 pandemic. The event combined all-group sessions, peer-based breakout discussions, and casual interdepartmental connections that brought together Chief Executive Officers, Directors of Development, Program Leaders, and Medical Leaders. Gathering participants explored topics including the impact of camp, engaging with continuous quality improvement assessment tools, incorporating youth and family engagement in programs and decision-making, and mental health.



Thank you for the opportunity to connect face to face with others from across the Network. There is no replacement for personal connection in strengthening relationships, sharing best practices, and building trust. All will help us be at our best every day for the children and families we serve."



-Network Gathering Participant

With the assistance of a variety of intentional inclusion efforts such as the engagement of interpreters, attendees from several countries – including Italy, Hungary and France – were able to participate in all activities. The Network Gathering strengthened the bonds of our Network community and fostered professional development that will benefit camps and programs for years to come.



## P.L. NEWMAN LEGACY *Circle*



For Paul Newman, philanthropy was a way of life. His determination and selfless generosity have impacted millions of people around the globe and inspired generations to embrace the same philanthropic spirit.

SeriousFun Children's Network is one of Paul's proudest endeavors and in appreciation for his dedication to our campers and families, SeriousFun launched the P.L. Newman Legacy Circle in 2021 to create new opportunities for those friends of SeriousFun who wish to create a lasting legacy of their own. By including SeriousFun in your estate plans, you will join this very special giving society while ensuring that kids living with serious illness and their families continue to enjoy the transformative power of the SeriousFun camp experience for years to come.

In gratitude for your generosity, SeriousFun is recognizing the first 100 individuals who join the P.L. Newman Legacy Circle as charter members in perpetuity. For more information on how to make the future of SeriousFun Children's Network a part of your estate plans, please contact Jessica Summers at [jsummers@seriousfun.org](mailto:jsummers@seriousfun.org).



## 2023 DONOR *listing*

SeriousFun Children's Network exists thanks to the generosity of our friends, supporters, and partners who share a commitment to making the world more welcoming and supportive of children living with serious illnesses. We would like to acknowledge and thank the following individuals and organizations for their generous support in 2023.

### **\$4,000,000+**

Newman's Own Foundation

### **\$2,000,000+**

Abercrombie & Fitch Co.

### **\$1,000,000+**

Anonymous

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## IN MEMORY AND IN HONOR GIFTS *and in-kind support*

SeriousFun Children's Network gratefully acknowledges the heartfelt contributions made in honor and in memory of loved ones and other special individuals. These generous gifts ensure that the legacy of those you cherish continues to bring hope and happiness to children living with serious illnesses and their families. Thank you for your heartfelt support.

### IN HONOR OF

Michael Benedict Adamitis  
All the kids  
Jenny Ball  
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### IN-KIND SUPPORT

SeriousFun is deeply grateful to the following companies for the in-kind products, services, resources, and expertise donated in 2023.

**A&F Co.**



#### Notes:

We make every effort to accurately recognize all of our generous donors. If you notice any errors or omissions, kindly inform us so we can make the necessary corrections

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- Camp Boggy Creek, Florida
- Camp Korey, Washington
- Double H Ranch, New York
- Dynamo Camp, Italy
- Flying Horse Farms, Ohio
- Jordan River Village, Israel
- Énvol, France
- North Star Reach, Michigan
- Over the Wall, England
- Roundup River Ranch, Colorado
- Solaputi Kids' Camp, Japan
- The Hole in the Wall Gang Camp, Connecticut
- The Painted Turtle, California
- Victory Junction, North Carolina

## PARTNER PROGRAMS

- Camp Addis, Ethiopia
- Camp Colors of Love, Vietnam
- Camp Footprints, South Africa
- Camp Hope, Botswana
- Camp Hope, Malawi
- Camp Lotus, Cambodia
- Camp Rainbow, Chennai/Bangalore/Batlagundu, India
- Kan Etwal, Haiti
- Salama Camp, Tanzania
- Sanyuka Camp, Uganda
- Sibancobi Camp, Eswatini
- Siviane Camp, Eswatini

