

2020



ANNUAL
report





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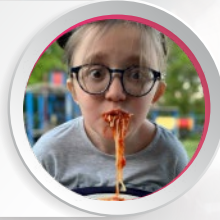


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WELCOME *letter*



Hello, dear friends,

In writing to you from the other side of 2020, it still feels difficult to adequately describe what we all went through last year — and continue to work through together. From harrowing to incomprehensible, everyone in the world experienced the impact of the COVID-19 pandemic in their own way. While we would not attempt to distill the affects or impact of COVID-19 into one way of thinking, what we do know is that in 2020 the world unexpectedly got a front row seat to how many of our campers and their families navigate their own health challenges, isolation, and fear, year after year.

While we closely monitored the spread of the virus around the world for weeks, we can all recall with clarity the moment when COVID-19 was declared a pandemic. As in-person camps and programs were suspended throughout SeriousFun Children's Network, it felt for a moment as though camp might not be able to do what it has done so successfully for more than 30 years — be a beacon of hope, a source of inspiration and happiness, for kids with serious illnesses and families when they need it most.

However, with Paul Newman's singular vision as an anchor, our camps and programs made innovative leaps that not only delivered on our mission during the most universally challenging time in recent history, but also carried SeriousFun into the future. We leveraged our far-reaching expertise to provide support and resources to camp and program teams in a time awash in unknowns. Innovative virtual camp-at-home programs, along with new support services, were developed to ensure connection and a consistent positive presence in the lives of our campers and their families. Through this great challenge, a community of staff, medical experts, collaborators, volunteers, donors, and families was united and brought more closely together, no matter where we were in the world. And you — YOU answered the call every step of the way to make sure we could deliver on this vital commitment to our campers and families. You listened, you dug in, you believed, and you supported us when it would have been easier to overlook camp and the devastating impact its loss would have on tens of thousands of children. For that, we are forever grateful.

In a year full of unprecedented challenges, we witnessed the extraordinary in the form of unrelenting dedication, collaboration, and generosity. And while 2020 may be behind us, the hard work is certainly not. With health and safety as the top priorities, we continue to carry out our mission in way that connects, engages, and inspires campers and families in hopes that we will see their smiling faces at our camps again soon. For all you do and for all you give to make this possible, thank you.

Sincerely,

MAURICE PRATT

Chair
SeriousFun Children's Network
Board of Directors



BLAKE MAHER

CEO
SeriousFun Children's Network

2020 BOARD OF *directors*

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Chairman, Over The Wall

Margaret Crotty
CEO, Partnership with Children and
the Center for Arts Education

Wendy Durden, Camp Boggy Creek



2020 IMPACT *overview*

2020 BY THE NUMBERS



OVER **24,900** TRADITIONAL CAMP EXPERIENCES
For campers and their families



OVER **57,300** ALTERNATIVE CAMP EXPERIENCES
For campers and their families
(Over 41,000 were camper-only experiences)

OVER **82,200**

CAMP EXPERIENCES were provided at SeriousFun camps and programs in 2020

OVER **1,430,000**

CAMP EXPERIENCES Have been provided for children and families since 1988

SERIOUSFUN FOR EVERYONE



24 NEW MEDICAL CONDITIONS Served as a result of alternative programming that reached children and families otherwise unable to attend camp in person



OVER **1,500,000** INTERACTIONS With the general public through virtual camp programming broadcast on digital channels and social media

VOLUNTEERING IN A NEW WAY

OVER **8,200** VOLUNTEERS Supported camp programming, outreach, and fundraising in 2020



CONNECTING WITH CAREGIVERS

Given the nature of accessing virtual programs at home, 2020 saw a striking increase in parents and caregivers participating in weeklong programming

BUILDING CAPACITY & COMMUNITY



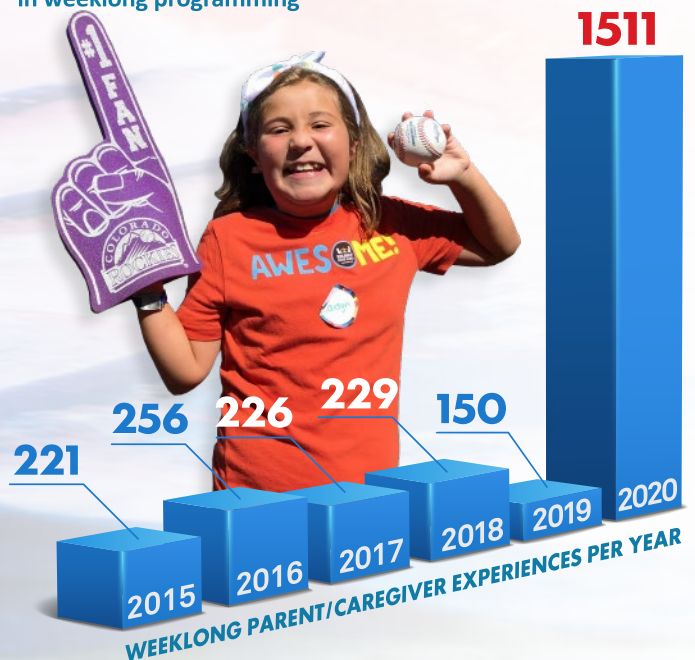
OVER **2,250** VIRTUAL LEARNING Touch points for camp and program staff



OVER **110** VIRTUAL GATHERINGS Of Network peer groups. 2019-2020 CHANGE +175%



OVER **207** EXPERIENCES IN THE EVALUATION ACADEMY 2020 was the first year of The Evaluation Academy, SeriousFun's program focused on providing strategies and skill-building related to camp program evaluations





Brady at Roundup River Ranch

BRADY'S SILVER LINING

camp experience

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Everyone who participates in a SeriousFun camp knows that extraordinary fun is always right around the corner. With most of camp happening at home in 2020, many campers and staff learned that camp magic is possible even when we're not physically together. This is certainly the case for Brady, a 16-year-old from Iowa. Brady, who lives with asthma and Klein-Levin syndrome (KLS), has been attending Roundup River Ranch, the SeriousFun camp in Colorado, since age 12. For a whole year, Brady had been looking forward to meeting up with his friends and having fun at camp. But when the in-person camp sessions were suspended as a result of COVID-19, Brady wasn't sure what to expect. What he found was an interactive, portable camp experience full of his favorite traditions, new games, and good friends.

As timing would have it, Brady would have been unable to participate in in-person camp in 2020, regardless of the COVID-19 pandemic. A medical episode landed Brady in the hospital right after his camp session began. Thanks to the new virtual camp experience, Brady was able to participate in activities even while getting treatment. As Brady put it, "It felt like I got to do camp in a way that I wouldn't have been able to so, honestly, I felt lucky about this year because of the timing of when my episode hit—and it made treatment a lot less boring because I got to interact with my friends and cabinmates."

Dawn, Brady's mother, knew she could count on Roundup River Ranch to give campers like her son an experience of community and belonging they've come to love during such an uncertain time. Reflecting on Brady's camp-at-home experience, she shared, "Going online showed us that no matter what life throws at you, you can take your camp family with you anywhere! Having a place where Brady feels connected is so important to his health, in-person or virtually." It's no surprise that our incredible community of campers and families found the silver linings of camp-at-home programming. It turns out that extraordinary camp fun really can be had around any corner—no matter where you are—as Brady found.



THANKS TO YOUR
generosity!

2020: OUR STRENGTH *during crisis*



SAFETY ABOVE ALL: RESPONDING TO THE COVID-19 PANDEMIC

Just a few short months into 2020, the COVID-19 pandemic flipped the world upside down. In-person gatherings—whether work or personal—halted overnight. In-person camp programming shut down, too. But camp staff around the Network knew that in a time of increased uncertainty, health risk, and isolation, our mission would be more critical than ever. In fact, much of the external support that children living with serious medical conditions and their families could count on fell away. In many cases, in-person physical therapy and mental health support ceased, hospital visitation was prohibited, and the caregiving support that so many relied on collapsed overnight. So, staff across the Network did what has always been central to the spirit of SeriousFun and our founder Paul Newman: they innovated.

North Star Reach, the SeriousFun camp in Michigan, held their first-ever Family Care Conference—bringing together camp experts and medical professionals virtually to offer support and community to caregivers of children living with serious health challenges. Barretstown, the SeriousFun camp in Ireland, and The Hole in the Wall Gang Camp, the SeriousFun camp in Connecticut, leveraged Facebook Live, providing free, accessible programming from story time and craft tutorials to

interactive games and guided meditations. And all across the Network, camp and program staff delivered camp kits—full of activity supplies, surprise games, camp t-shirts, and beloved snacks—delighting families with everything they might need to recreate the magic of camp safely at home.

And because the serious and the fun go hand-in-hand, in Haiti, India, Tanzania, and Ethiopia, camp staff gave out emergency relief kits to camper families complete with non-perishable food and hygiene essentials. In these countries and in many others, at-home camp programs reached new children who might not otherwise have been able to participate in traditional camp sessions.

“2020 was an exceptionally challenging year for all SeriousFun camps and programs. The COVID-19 pandemic and the necessary public health measures disrupted our ability to deliver the traditional camps and programs campers and families count on. However, thanks to the dedication, commitment, collaboration, and support shown across the Network, camps shared new and innovative ways to continue to serve thousands of campers around the world.”

Dee Ahearn, CEO, Barretstown



EXCELLENCE IN ACTION: COVID-19 OPERATIONS GUIDE FOR SERIOUSFUN CAMPS

One of the positive impacts of the Network response to COVID-19, and the intentional and streamlined collaboration and knowledge sharing that took place, was the development of the COVID-19 Operations Guide for SeriousFun Camps. Made possible by the generous support of The Rite Aid Foundation, the Operations Guide was developed by Environmental Health & Engineering (EH&E), consultants in engineering and environmental health and safety.

Created for the purpose of offering camps guidance in the planning and decision-making process during COVID-19, the Operations Guide was developed with input from an expert panel of pediatricians, epidemiologists, infectious disease specialists, industrial hygiene experts, and environmental health scientists, as well as Network medical, program, and operations, and Support Center staff.

The Operations Guide provides camps with a comprehensive overview of critical considerations and planning practices including:

- ▶ Health screenings and contact tracings;
- ▶ Control strategies for communicable diseases;
- ▶ Guidance on facilities management, cleaning, ventilation, personal protective equipment, food services, and transportation, among a variety of other camp and program-specific operations;
- ▶ Emergency procedures during COVID-19;
- ▶ Special considerations and practices related to serving children whose immune systems are compromised by pre-existing conditions who we serve through our mission;
- ▶ Pandemic Considerations such as non-pharmaceutical interventions and Camp Readiness Assessment

Given the limited substantive research and published materials specific to COVID-19 and children with serious illnesses, the content of this Operations Guide is particularly vital to the work of SeriousFun. As part of a dedicated response to COVID-19, as well as serving as an active planning reference for potential infectious disease outbreaks in the future, the Operations Guide is an invaluable tool that equips SeriousFun camps and programs with the guidance to carefully design environments that consider the best ways to protect the children, families, staff, and volunteers taking part in them.





CREATIVE RESILIENCE ACROSS SERIOUSFUN PARTNER PROGRAMS

Throughout 2020, and with help from the Network Support Center, SeriousFun Partner Programs throughout Africa, Asia, and the Caribbean connected and brainstormed with each other, leveraging knowledge to navigate the unique challenges of the year as they arose. Meeting and planning for their camp response through virtual technology was just the first step of the remarkable out-of-the-box strategizing that took place. Some programs leveraged telephone and text support as key touch points for remaining connected to both campers and hospital partners, while the development and delivery of camp-at-home kits kept campers and staff members alike engaged. The connective thread through it all was an innovative spark backed by steely resilience.

A shining example of this incredibly creative and adaptable outlook is Kan Etwal, the SeriousFun Partner Program in Haiti. Shortly after the declaration of COVID-19 as a pandemic, camp staff began working with their local hospital to distribute camp kits to children living with HIV. Unexpectedly, visits to pick up these kits became an incentive for kids to actually come to the hospital, see their doctors, and get access to life-prolonging medications – access, attention, and treatments they might have missed out on due to the challenges of the pandemic. Upon seeing the success of the camp kit visits, hospital administrators worked with Kan Etwal to expand this program to 350 more children. In addition, the monthly visits to pick up camp kits became a consistent reminder that families and caregivers were not alone, even in isolation. A family member whose child participated in this program said, “I didn’t think that you were going to be there. For me, even in this more difficult time, I don’t feel alone during the pandemic, because you are here for me and my child.”

Another example is Camp Rainbow, the SeriousFun Partner Program in India. They embraced opportunities to work with their camper recruitment organizations and hospitals in new ways to reach children through remote-based virtual sessions called TeleCamp and with deliveries of at-home camp activities. In addition, a pre-pandemic endeavor to expand reach to oncology populations became a reality thanks to Camp Rainbow’s creative strategizing and innovative TeleCamp model. It was through this new type of programming, and the strengthened relationship with a hospital network, that Camp Rainbow was able to more than double the amount of experiences planned for children living with cancer and their families. Thus, regardless of the “how”, each program developed meaningful ways to facilitate camper and family experiences, always with the unflappable resilience and creative outlook that SeriousFun camps and partner programs have and will always demonstrate.



“It really comes down to resilience. So often kids show us how resilient they are. And I think one thing we’ve seen is how resilient our partners have also been. In the midst of these immense challenges that are so different country to country, they’ve exhibited both resilience and innovation, and continue to be there for the campers and their families.”

Tim Bethune, Director,
SeriousFun Partner Programs



ERMIAS'S STORY:

a camp connection that keeps on giving

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For SeriousFun campers, staff, and volunteers, it's universally agreed that even when you're not at camp, you always carry camp with you in your heart. This is certainly the case for Ermias, a young man who in 2014 first attended Camp Addis, the SeriousFun Partner Program run in Ethiopia in collaboration with Worldwide Orphans Foundation. Now 20 years old, a successful college student, manager of his own printing business, and a true mentor for other campers, Ermias continues to feel both deeply connected to and grateful for Camp Addis.

Discovering camp through his care at Zewditu Hospital, Ermias found kinship for the first time with kids who had similar diagnoses to his own, something he says he'll never forget. Where prior to camp he felt isolated as a teenager with a serious medical condition, at Camp Addis Ermias found confidence and independence offered to him by his new camp community.

In 2020, Ermias's participation in virtual, home-based camp programming presented an opportunity to take on a peer-leadership role. In this role, he not only identified the need for peer discussion space to support each other's dreams and ideas, but he developed a plan to leverage his printing skills to fill a need for Camp Addis. Ermias took the step of submitting a proposal to the camp leadership to make 120 t-shirts for campers and counselors to help ensure that the camp program was as impactful and engaging as it always had been, even during the pandemic. The camp team proudly accepted his proposal, knowing that his efforts would not only benefit the camp during this time, but that he, himself, was a testament to the positive outcomes of the camp experience.

For Ermias, it's clear that camp is something that he continues to cherish deeply, and something he wants to help others experience themselves. He's one of many who remain passionately committed to being part of the life-changing power of camp.



**THANKS TO YOUR
*generosity!***



THE HADDAD FAMILY: *finding inspiration & creating impact*



The Haddad Family

Friends and supporters of SeriousFun all experience a personal moment or connection which inspires their commitment to our camp community. Whether it's through volunteering, meeting a camper family, or watching a virtual camper sing-along, we always hear that the first encounter with "camp magic" is utterly unforgettable.

That is certainly the case for Diana and Michael Haddad, who have donated resources and their time to support camp ever since Diana first volunteered at Double H Ranch in 2009. A pediatric critical care physician, Diana began volunteering to explore her interest in pursuing a pediatric medicine career. It wasn't long before she experienced a new side of caring for chronically ill children – different from what took place in the hospital. It was a pivotal experience for her that she went on to share with her husband Michael when they met in 2013. The couple's involvement with SeriousFun eventually evolved into a meaningful philanthropic relationship that continues to inspire them to stay involved, especially during a time when the need for it was greater than ever.



Diana with a camper

According to Diana, upon seeing how fulfilled she felt by her connection to camp, Michael knew that he wanted to be a part of it alongside her. That first experience is what led Michael to come up with the idea. In lieu of wedding gifts, they would ask friends and family to give to SeriousFun. As Diana puts it, "We decided as a couple that we certainly didn't need anything like fine china. Those kinds of things weren't meaningful to us, while SeriousFun had become profoundly meaningful."

It's been a decade since Diana first walked through the doors at Double H Ranch. She and Michael now have four young children whom the couple hope will follow in their footsteps and remain involved with the Network in whatever way they can. Even with the dual responsibilities of busy careers and raising a family, the Haddads still find time to pause and find inspiration in updates from camp that remind them of the mission they steadfastly believe in. Diana says she could see the reality of the SeriousFun mission statement even more than before throughout the COVID-19 pandemic. In her words, "SeriousFun camps still had that great enthusiasm with socially-distanced joy and virtual experiences and volunteering in 2020. Like always, they're committed to very streamlined happiness. It's almost impossible to not find overwhelming joy in participating in the sort of group effort that is supporting SeriousFun and its incredible mission."



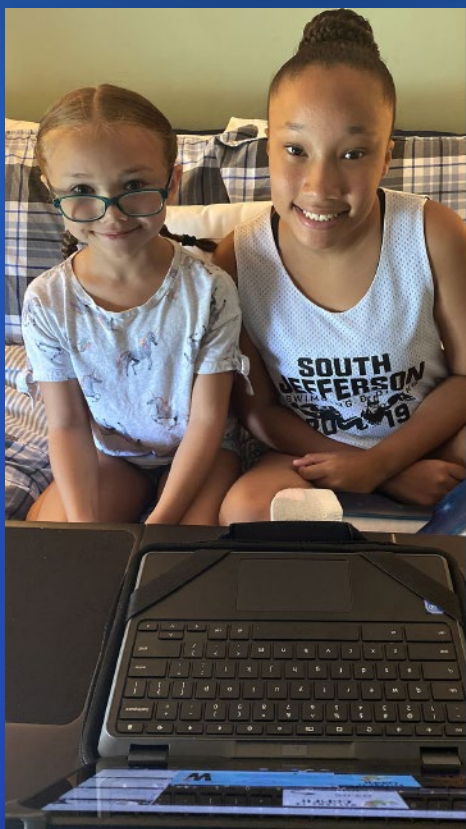
Diana (in red) at Double H Ranch

Michael says that he and Diana find great fulfillment and joy in how, at every step, they know the tangible impact of their commitment to SeriousFun and the children and families who are part of the camp community. He adds, "As long as we're in a position to help contribute in whatever way we can, I think we'll always do that. We truly believe in the mission and are honored to be a part of the SeriousFun community."



SERIOUSFUN FOR ALL

a global online celebration of camp



In 2020, you showed up for campers in every way possible. Through your donations, your virtual volunteerism, and your supportive messages, the SeriousFun community came together like never before — and you were the inspiration for our global celebration of camp, SeriousFun for All!

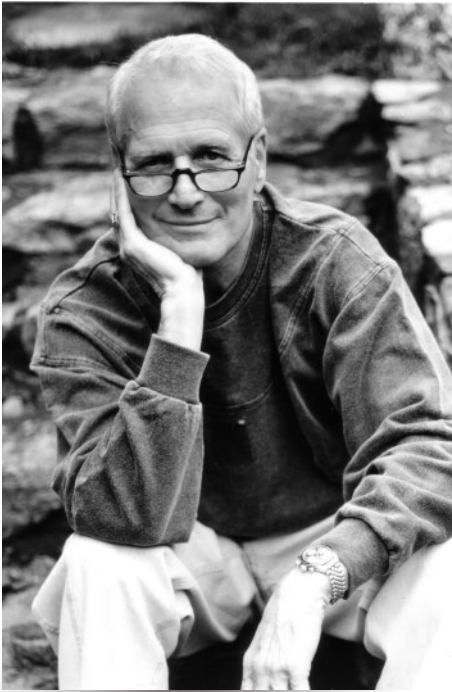
SeriousFun for All was a first-of-its-kind virtual event, spanning the world and bringing together campers, families, and friends to celebrate the unmistakable spirit that makes SeriousFun camps and programs so impactful — and so very magical.

Even the stars, as it were, aligned for this virtual campfire. Beloved icons Allison Janney, Helen Mirren, Keb Mo', Mark Hamill, Michael Sheen, Phylicia Rashad, Renée Zellweger, Trisha Yearwood, Sting, Kermit the Frog, and more lent their voices and talents to the helping raise awareness of the incredible impact of the SeriousFun

mission on campers and families. Of course, the most moving moments of the celebration came from campers and families themselves as they shared their personal stories, joined together in song, and took part in some old-fashioned, camp-inspired fun to help ignite the campfire in all of us!

SeriousFun Ambassador Clea Newman joined the event to recall thoughts of her father, SeriousFun founder Paul Newman, and to thank all of the donors whose generosity make our camps and programs possible, during the challenging time of COVID-19 and always. "Pop wasn't alone when he founded the first camp. He was surrounded by generous people who believed whole-heartedly in his camp dream. And we're not alone now. I am forever grateful to every single donor who has ensured that these very special camps continue to exist for such extraordinary children and families."

P.L. NEWMAN LEGACY CIRCLE: *a new way to have a lasting impact*



Paul Newman’s outlook of “taking fun seriously” for kids with serious illnesses is one that remains a guiding principle of every SeriousFun Children’s Network camp and program. The profound, tangible impact of Paul’s vision in action is aptly summed up in his own words: “It’s not that the children say, ‘Thanks for a wonderful time.’ It’s that they say, Thank you for changing my life.”

A lot of thoughtful determination, planning, and support goes into making Paul’s dream a reality for every child that attends a SeriousFun camp or program. One uniquely meaningful way you can honor Paul’s vision is by becoming a member of the P.L. Newman Legacy Circle. This very special giving society recognizes individuals who have chosen to align their personal legacy with Paul’s as they generously help preserve the

life-changing power of camp experiences by including SeriousFun in their estate plans.

SeriousFun will recognize the first one hundred individuals who join the P.L. Newman Legacy Circle as charter members in perpetuity. When you become a member, your generosity will continue to mean the world to every child who cherishes life-changing camp memories. Whether you’re able to begin supporting the magic of camp today, establishing a legacy for the future, or both, we are here to help you find the flexible strategy that best aligns with your philanthropic plans.

For more information on how to make the future of SeriousFun Children’s Network a part of your estate plans, please contact Julia Harris at jharris@seriousfun.org.

“Members of the P.L. Newman Legacy Circle will ensure that my father’s dream for SeriousFun camps and programs will not only continue but thrive for generations to come.”

Clea Newman,
SeriousFun Ambassador



HENRY MELLOUL'S INCREDIBLE GIFT: *a legacy of kindness*



Henry Melloul and his partner Maxine Solomon

From childhood, Henry Melloul knew how to have fun. Born into a multi-lingual home in Cairo Egypt, Henry lived a storied life spanning countries and communities around the world. Always devoted to his family, Henry would, with much excitement, move to new places to be with and support his mother and brother and would do so again when he had his own children. From France to Israel, South Africa to the United States, Henry was truly an adventurer and someone who was personally invested in learning about cultures and communities. According to his partner Maxine, one of the reasons Henry was successful in life was that he loved all people and his lifestyle supported that.

When Henry decided it was time to write his will, he consulted Maxine's son Adam, who holds two law degrees, for advice. Knowing that he would want to use all of his success in life to benefit others, Henry, Adam, and Maxine discussed organizations he might like to support through his estate planning. In Henry's heart, he really wanted his legacy to support children. Adam told him about SeriousFun Children's Network. In addition to being an admirer

of both Paul Newman and Newman's Own salad dressing, Adam had a personal connection to SeriousFun: his wife's younger brother had attended Barretstown, the SeriousFun camp in Ireland, as a child. As Henry researched more into SeriousFun as his organization of choice, he enjoyed learning that the global network of camps and programs served many of the very locations he himself had lived in throughout his life.

Henry passed away in 2018 but his decision to include SeriousFun in his estate plans has provided meaningful and long-lasting support that upholds his belief that as a global community, there are always opportunities to enrich the lives of children and make the future brighter for all. An extraordinary gift from an extraordinary man, Henry Melloul's legacy is an undeniable inspiration that will live on in SeriousFun and in the smiles of all the children and families he is supporting around the world.



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 Corey, Washington

CARIBBEAN

- Kan Etwal, Haiti*

EUROPE

- L'Envol, France
- Bátor Tabor, Hungary
- Barretstown, Ireland
- Dynamo Camp, Italy
- Over The Wall, United Kingdom

ASIA

- Camp Lotus, Cambodia*
- Camp Rainbow, Bangalore/ Batlagundu/ Chennai, India*
- Solaputi Kids' Camp, Japan
- Camp Colors of Love, Vietnam*

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*

*SeriousFun Partner Program

2020 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.

SUPPORT REVENUE

Support	2020	2019
Contributions and special events (net)	\$12,336,972	\$13,097,231
In-kind contributions ¹	\$1,399,570	\$1,602,745
Total Support	\$13,736,542	\$14,699,976
Revenue		
Dividend, interest and other investment income	\$172,016	\$239,848
Gains/(loss) on investments	\$397,705	\$423,511
Gain/(loss) on foreign currency	\$23,151	\$23,450
Other grant revenue ²	\$703,200	-
Total Revenue	\$1,296,072	\$686,809
Total Support & Revenue	\$15,032,614	\$15,386,785

EXPENSES

Program Services	2020	2019
Program	\$9,449,144	\$10,118,290
In-kind expenses ¹	\$1,399,570	\$1,602,745
Total Program Services	\$10,848,714	\$11,721,035
Support Services		
General Administrative	\$704,061	\$692,145
Development	\$1,564,948	\$1,797,580
Total Support Services	\$2,269,009	\$2,489,725
Total Expenses	\$13,117,723	\$14,210,760
Total Change in Net Assets	\$1,914,891	\$1,176,025
Beginning Net Assets	\$12,254,838	\$11,078,813
Ending Net Assets³	\$14,169,729	\$12,254,838

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. Like many organizations, we qualified for and received a U.S. Paycheck Protection Program loan in 2020 as part of the federal government's COVID-19 economic relief initiatives. We used the funds entirely for their eligible purposes, and our loan was forgiven and converted to a grant.
3. \$6,675,336 of the total 2020 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.



TAKEDA: AN EXTRAORDINARY INVESTMENT *in better health and a brighter future*



In 2020, SeriousFun kicked off a new five-year, \$9M+ partnership with global biopharmaceutical leader Takeda Pharmaceutical Company Limited. As part of Takeda’s esteemed Global Corporate Social Responsibility (CSR) program, the partnership aims to create sustainable impacts by addressing global health issues through innovative and enduring strategies.

This partnership is reflective of both the impact that SeriousFun camps and programs have had over the last 30+ years as well as our focus on lasting impact far into the future. With Takeda’s support, the Network will grow existing residential camp, family, and outreach programs, and pursue the development of new programs designed to broaden our collective reach and impact. Programs serving more diverse and rare medical conditions, those serving older campers and young adults, and virtual programs are all part of the approach to reaching campers and families in new and intentional ways.

The Takeda partnership will also go far in helping meet the ever-growing needs of our campers and families, as well as camp staff and volunteers. Through important research and evaluation initiatives, conferences and trainings, translation and communications support, quality assessment and improvement measures, and building medical capacity we’ll be able to ensure that our camps continue innovating and meeting the highest standards in serving children with serious illness and their families.

We are overjoyed and grateful to be joining Takeda in its unyielding commitment to better health for people and a brighter future for the world.

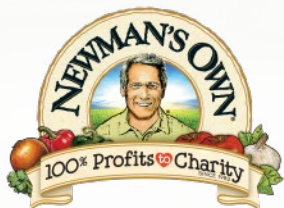




THANK YOU *donors*

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 2020.



Abercrombie & Fitch Co.

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2020 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!

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**THANKS FOR YOUR
generosity!**

Every day and every step of the way, you—our friends, supporters, and donors—are the reason that children living with serious illnesses around the world are able to experience the life-changing power of SeriousFun.

Your commitment, selflessness, caring, and generosity show children, families, caregivers, and communities that they are not alone—that there is an entire community of people who are not only here for them today, but who are helping to create a world of belonging and possibility for them well into the future.

Thank you for answering the call in 2020, as you have done for so many years before, to ensure that the SeriousFun mission endures and continues to brighten the lives of children all over the world.



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