



www.seriousfunnetwork.org

seriousfunSM
children's network
founded by paul newman

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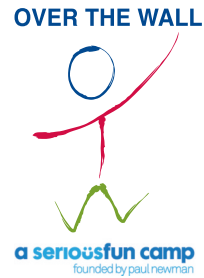


mission

To create opportunities for children and their families to reach beyond serious illness and discover joy, confidence and a new world of possibilities, always free of charge.

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dear friends + supporters,

2012 has been an exciting year of change and transition for our family of camps, made possible by the generosity of our donors!

Thanks to the support of Newman's Own Foundation and our Board of Directors, 100% of the funds we raise directly support camps and programs across the globe. Our 14 member camps are independently managed and financed; and the ability of the SeriousFun Board and the Network Support Center to deploy quality standards, professional assistance, benchmarking facilitation and financial support to them is instrumental to their continued progress toward sustainability. In 2012 alone, more than \$5 million was distributed to member camps, much of it to be used at the discretion of camp boards.

The Global Partnership Program delivered a residential camp experience to children with serious illnesses in Africa, Asia, the Caribbean and South America with the support of our local medical and operating partners. GPP plans significant growth in the period ahead as the number of children needing our services far outstrips availability in countries not yet able to support bricks-and-mortar camps.

Our family of camps and partners delivered residential camp, outreach, and family weekend programs to more than 58,000 people in 2012 – 36,000 of them children. They did so with the dedicated support of more than 18,000 volunteers and a trained and experienced camp and partner staff exceeding 2,000. Together, these staff and volunteers fulfill our collective mission – to help children and their families reach beyond illness. And the outcomes our campers achieve, according to studies completed by the Yale School of Medicine, are profound: greater resilience and self-confidence with which to overcome the challenges these children and their parents face every day.

And, oh yes, this past year we also changed our name! Paul Newman, our founder, made "Hole in the Wall" famous and that phrase continues to grace our founding camp in Connecticut. It was also Paul who succinctly described our camps as "serious fun" and we are proud to 'wear' it in his honor.

With thanks and deep appreciation for your support of SeriousFun Children's Network.

Sincerely yours,


John E. Marshall III, Chairman of the Board


John C. Read, President & CEO

“Our work with SeriousFun points to the impact of the camp experience on fostering these resilience-promoting skills and facilitating children’s ability to develop and maintain more positive, social connections important to their overall health and well-being.”

- Dr. Linda Mayes, M.D., Professor and Co-Principal Investigator, Yale Child Study Center

proof positive

During the summer of 2012, Yale University’s Child Study Center conducted a survey of 254 families from 12 SeriousFun Camps to understand the impact of our residential camps on the lives of campers and their families. The survey was given to participants from U.S. and European-based camps one month after camp was finished.

Results of the survey show that children have increased confidence, self-esteem, maturity, independence and interest in social activities. In addition, nearly all campers reported making friends, many of which lasted beyond the camp experience. The collective data also suggests that resilience indicators, such as possessing positive coping strategies, illness-related stress, and happiness, showed significant improvement following camp.

The results provide scientific support to what our staff around the world have witnessed for years: our camps do more than simply give kids a fun-filled memorable week. They make a profound and long-lasting impact on the lives of the children we serve.

meet the o’keefes

At the age of 2 ½, Ella O’Keefe was running a high temperature just before Christmas and began limping with leg pains. Eventually she stopped walking altogether when the pain became too intense. Ella’s parents knew something was terribly wrong. After four visits to the hospital, she was diagnosed with Leukemia. The O’Keefe’s felt like their whole world had stopped, and life as they knew it was turned upside down.

Ten exhausting months into treatment, her parents knew a break was sorely needed; not just for Ella, but for the whole family. All six family members ventured to Barretstown, the SeriousFun camp in Ireland. The O’Keefe’s didn’t know what to expect, but were greeted with a warm camp welcome upon arrival and immediately knew they had found a very special place.

For the first time since Ella began treatment, she had the chance to play with children her own age under the watchful eye of a trained staff. It was a joy for Ella and a relief for her parents. Upon her return home, Ella continued to sing her favorite camp songs.

Ella’s three brothers Harry, Jack and Michael also got to experience Barretstown at a special session for siblings. The boys cut loose and made fast friends with their fellow-campers over camp fun and shared circumstances. For Ella’s parents, Barretstown offered a welcome respite; a joyful place where they could laugh and forge bonds with other parents, and a place where they could rest easy knowing that their children could safely experience the joys of childhood despite the disruption the illness had created for their family.

“Ella loved being the center of attention and getting up on that stage in the dining hall and singing and dancing after every meal.”

- Ella’s Mother
Barretstown, Ireland



2012

by the numbers



58,573

children and families experienced SeriousFun in 2012

36,278

children served in 2012 including 11,570 campers 5,531 through Global Partnership Programs 19,177 through Outreach Programs



18,136

volunteers cared for campers and families in 2012

126,059

volunteers cared for campers and families since 1988



290,076

children served since 1988



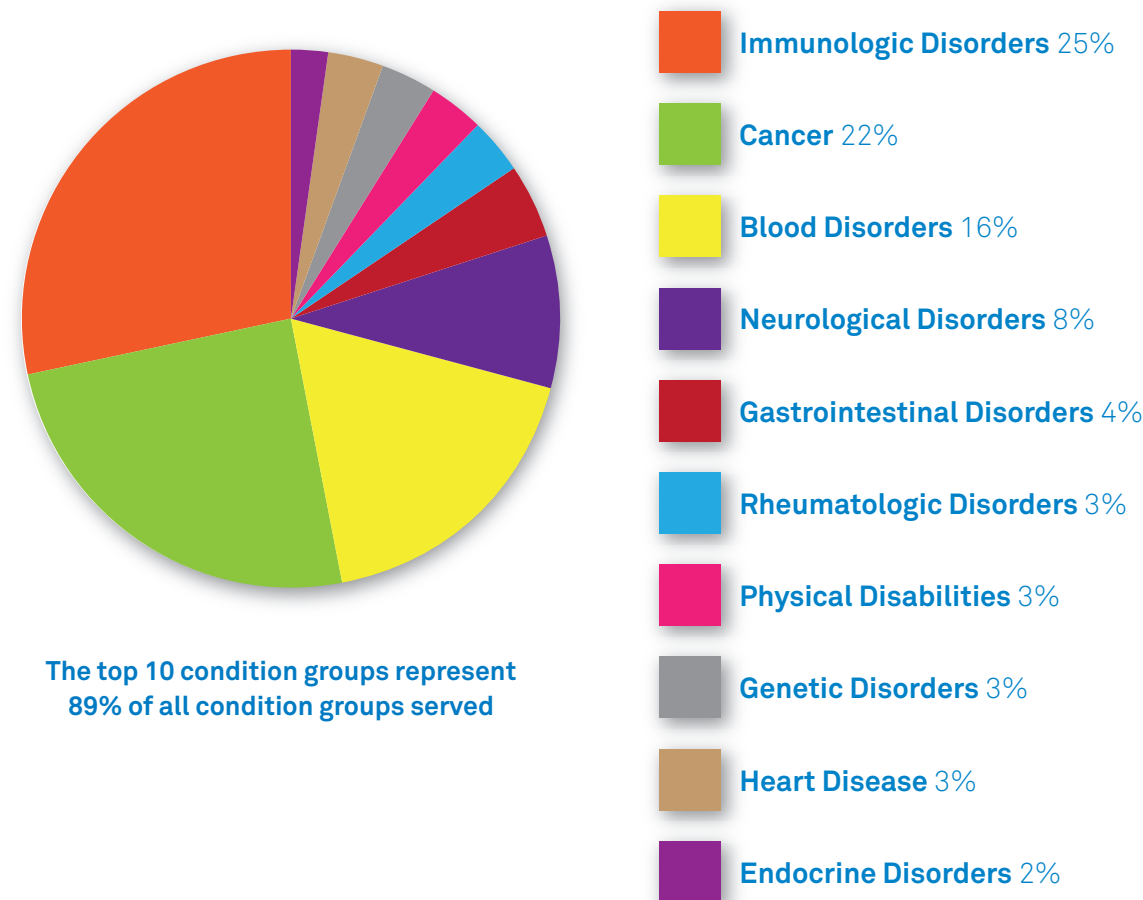
443,221

total people served since 1988



medical statistics

Medical conditions served at camps and programs around the world



The top 10 condition groups represent 89% of all condition groups served

Note: Data on medical conditions served by camps is gathered every three years.

seriousfun across the globe

SeriousFun Children's Network continues to grow its global footprint with new programs in India, Haiti and Tanzania. Since 1988, children from more than 50 countries on five continents have been able to experience the joys of camp.

North America

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

South America

- Paraguay – Campuka

Europe

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

Caribbean

- Haiti – Kan Etwal

Africa

- Botswana – Camp Hope
- Ethiopia – Camp Addis
- Lesotho – Camp 'Mamohato
- Malawi – Camp Hope
- Swaziland – Sivivane Camp
- Uganda – Sanyuka Camp
- Tanzania – Salama Camp

Middle East

- Israel – Jordan River Village

Asia

- Japan
Solaputi Kids' Camp †

Asia

- Cambodia – Camp Lotus
- India – Camp Rainbow
- Vietnam (Hanoi) –
Camp Colors of Love
- Vietnam (Ho Chi Minh City) –
Camp Colors of Love

Africa

- South Africa – Just Footprints †

* Provisional member camp

† Threshold member camp

support center

The SeriousFun Support Center provides technical expertise and professional development to support member camp sustainability, and works to expand the Network with new camps. Located in Westport, Connecticut, and New York City, the Support Center also assists regional, national and transnational donors interested in providing financial support to multiple camps. In 2012, the Support Center began to lay the foundation for the future of the Network, installing the new SeriousFun brand and expanding services in support of advancement.



2012 highlights

- Rebranded organization as SeriousFun Children's Network.
- Launched Team SeriousFun, an endurance training and fundraising program for participants running or walking 5K, half or full marathons.
- Invested \$5 million in camps and programs around the world.
- Welcomed North Star Reach in Michigan as a provisional member camp.
- Conducted the first-ever Network conference focused on outreach to hospitals.
- Established Global Partnership Programs focused on outreach to hospitals in India, Haiti and Tanzania.
- Completed outcomes evaluation in partnership with Yale School of Medicine; results were released in early 2013.

grant programs

major challenge grants

In 2012, more than \$2.5 million in grant payments were made to camps. Camps have successfully used grant funds to enhance their organizational and financial capacity.

“The Challenge Grant has provided an excellent opportunity for us to strengthen and expand our annual fundraising operations, and we are experiencing positive results with the implementation of our initiatives.” – a Camp Board Member

network improvement grants

The 2012 Network Improvement Grants (NIP), issued by the Support Center, have allowed camps to address areas that needed improvement or enhancement in order to continue to deliver high quality camp programs. NIP Grants have provided for the following:

- The Painted Turtle produced a video highlighting the amazing work at camp. This video was distributed to PBS stations in all 50 states.
- Camp Boggy Creek resurfaced and refurbished their swimming pool to comfortably allow for more campers to participate in fun pool activities.
- Double H Ranch updated their water distribution system, which has allowed them to save over 700,000 gallons of water per month.
- Jordan River Village completed renovations to their Sports Hall, which enables them to hold year-round activities for campers.

“Thanks again for your generous support. These projects will have a lasting impact for years to come and will greatly enhance the delivery of our programs.”

– a Camp CEO

global partnership program

The Global Partnership Program (GPP) works in close collaboration with other international and local non-governmental organizations (NGOs) to serve children with serious illnesses in Africa, Asia, South America and the Caribbean. The goal of the program is to reach children in places where resources are not available to build a year-round camp facility. GPP camps are locally designed, culturally appropriate programs that excite, inspire, and empower children to regain a sense of optimism, possibility and hope.



- In 2012, the Global Partnership Program worked with 19 international NGOs to serve 5,531 children through residential camps and outreach activities. In addition, over 685 local staff were trained in working with kids in a way that inspires confidence and resilience.
- Established Global Partnership Programs in India, Haiti, and Tanzania.
- 25 camp leaders from across the Network converged at Bátor Tabor, the SeriousFun Camp in Hungary, to learn new skills and share best practices on trainings, camp schedules, activities and program growth.
- GPP continued its second year of impact evaluation studies with our partners in Ethiopia and Vietnam led by San Diego State University's School of Public Health.

meet camper adam

Salama Camp, Tanzania

Adam is an 11 year-old camper at Salama Camp in Tanzania. To the SeriousFun staff, it seemed as if his big, beautiful, contagious smile was something of the norm. It was quite a shock when the local medical team said they had never seen him smile. Adam relies on a pair of wooden crutches for mobility, and the camp leaders figured Salama Camp was likely the first place where Adam experienced no limitations and could participate alongside his peers in every activity. The activities that Adam so positively responded to were specifically and thoughtfully designed to enable all children, regardless of physical abilities, to participate. Watching him always smiling, it was hard to tell which camp activity he enjoyed most. It was easy to see that the magical experience of Salama Camp turned Adam into a bright, smiling, Stage-Night-performing camper.



2012 financials

December 1, 2011 – November 30, 2012

The below reflects financials for support services provided to the Network's camps and programs.

Support and Revenue	2012	2011
Support		
Contributions & Special Events	\$8,731,492	\$4,709,979
Contributions In-kind	\$4,983,946	-
Total Support	\$13,715,438	\$4,709,979
Revenue		
Dividend, Interest Income	\$332,297	\$436,256
Gains and Losses on Investments	\$300,436	(\$236,995)
Other Income	-	\$1,424
Total Revenue	\$632,733	\$200,685
Total Support and Revenue	\$14,348,171	\$4,910,664
EXPENSES		
Program Services		
New Camps and Programs	\$1,518,663	\$1,284,761
Existing Camps	\$6,887,318	\$4,977,752
Contribution In-kind Expense**	\$3,984,444	-
Total Program Services	\$12,390,425	\$6,262,513
Support Services		
General Administrative	\$1,115,876	\$1,535,918
Development	\$2,771,049	\$779,022
Contribution In-kind Expense**	\$999,502	-
Total Support Services	\$4,886,427	\$2,314,940
Total Expenses	\$17,276,852	\$8,577,453
Net Assets at beginning of FY	\$21,379,918	\$25,046,707
Ending Net Assets	\$18,451,237*	\$21,379,918

*\$13,891,969 of this is currently restricted for programs

**\$4,983,946 of this is an offset expense for in-kind contributions (program services \$3,984,444 and support services \$999,502)

The primary differences in year-over-year contributions result from a \$5 million in gift-in-kind advertising; a one-time grant of \$1.6 million from Newman's Own Foundation to support a full-scale rebranding effort and an additional \$1 million in support from Costco.



outreach

There has been significant growth in outreach programming in hospitals by SeriousFun Camps. Time in a hospital can be scary, uncertain and lonely for a child and their family. Outreach programming delivers the essence of camp to hospital-bound children so they can experience the joy, laughter and silliness of camp even from their hospital bed! This allows camp to offer added services to children during the school year and on weekends.

Extending the camp experience to hospitals helps strengthen relationships with the medical facilities and impacts more children and families each year. In 2012, outreach programming in hospitals served in excess of 25,000 children and families.

our donors

This list recognizes donors who made financial contributions totaling \$500 or more between January 1, 2012 and December 31, 2012, funding directly supports the Network's camps and programs.

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a seriousfun gala

On April 4, 2013, friends and supporters gathered at Pier Sixty for an extraordinary night to celebrate the entire camp family. Joanne Woodward and Harvey Weinstein served as Honorary Co-Chairs for an unforgettable evening that featured entertainment by comedians Jerry Seinfeld and Jimmy Fallon and musical performances by Stevie Wonder, Suzanne Vega and Ingrid Michaelson. The shining stars of the evening were campers from across the Network – Alyssa, Austen, Gabe, Chantel and Ciara – who emceed the evening.

The gala served as an occasion to honor Liz Robbins, an ardent supporter of the camps since her friend Paul Newman built the first camp in Connecticut. Thanks to the generosity of so many individuals and corporate partners, over \$2 million was raised in support of SeriousFun camps and programs around the world!

We will formally acknowledge gala donors in our 2013 annual report.



in-kind support

We would like to acknowledge the following individuals and organizations for their generous in-kind contribution of goods or services made in 2012.

- Carey Strategic Communications
- Dechert LLP
- Hasbro, Inc.
- Kleinberg, Kaplan, Wolff and Cohen
- McKinsey & Company
- Newman's Own
- Omnicom, Diversified Agency Services
- Plaid
- Reckitt Benckiser

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“Just one week at camp taught me I can accomplish anything I want as long as I put my mind to it - no matter what my limitations are.”

– a Hole in the Wall Gang Camper



“I don't think there's anything exceptional or noble in being philanthropic. It's the other attitude that confuses me.”

– Paul Newman