



*Together,
we are
Serious Fun*

2013 ANNUAL REPORT

seriousfunSM
children's network
founded by paul newman



“It’s not that the children say, ‘Thanks for a wonderful time.’ It’s that they say, ‘Thank you for changing my life.’”

– Paul Newman



SeriousFun Children’s Network – its 30 camps and programs and the Support Center – focuses each and every day on fulfilling our mission.

Together, we 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. Each camp and program has wonderfully unique elements. Collectively, we work together to provide rich and purposeful experiences for children and their families across the world. This collaborative spirit and its lasting impact are what we all proudly refer to as “SeriousFun.”

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“Camp is a place where you learn to live life better, because you can do all sorts of things you thought you’d never do again.”

– a camper

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Dear *Friends + Supporters,*

In 2013, thanks to you, SeriousFun Children's Network and its phenomenal impact touched the lives of even more kids and their families. Camp is a powerful and enriching experience for children with serious illnesses and their families. Whether at a residential camp or at a hospital bedside, the imprint of camp is unmistakable. As our founder Paul Newman once said, "It's not that the children say, 'Thanks for a wonderful time.' It's that they say, 'Thank you for changing my life.' Throughout 2013, more than 75,000 children and families served by SeriousFun camps and programs enjoyed zip lines, catching fish, singing, swimming, smiling and laughing. But that's not all. They also grew from trying something for the first time, making new friends, increasing resiliency and, ultimately, discovering a sense of possibility within themselves.

In 2013, our network of 30 camps and programs around the world deepened their sense of community and connection. When a devastating forest wildfire near The Painted Turtle in California caused camp sessions to be canceled, Network camps came together in an extraordinary show of community, resilience and unity. Despite this potentially disastrous closure, our network rallied around the children who needed camp, helping to relocate campers and staff members and secure donations towards the camp's recovery.

A comprehensive impact study of camps released this year provided evidence that our programs create a measurable improvement in the social welfare of our campers. From a first-ever global conference for camp, medical and volunteer directors, to a new gala in London and a 25th anniversary celebration of our first camp, we strengthened our Network in 2013. For the children and families we served, it meant more fun, more friends and more camp memories.

We are grateful to you – our parents, children, donors, partners, volunteers and staff – for your incredible support. Thank you for your tireless efforts this year to impact the lives of families coping with illnesses and for helping continue the legacy of our beloved founder, Paul Newman. Together, we've made a difference; together, we are SeriousFun! 😊

Sincerely,



Donald J. Gogel
Chairman of the Board

Together, We Make an *Impact!*

As we look back on 2013, we recognize a pattern similar to the impact made on a child at camp. Our focus on creating possibility and delivering joy underscored all our efforts. By working together, we became more resilient, creating a Network that is primed for a stronger future. Many of our 2013 highlights originated from the SeriousFun Support Center, but it was the collective efforts of our Network – our camps and programs, tireless volunteers, thoughtful donors and dedicated staff – that enabled our accomplishments to be truly significant.

We are Creating *Possibility.*

- To provide resources and services to member camps, the Support Center raised \$9.8 million, which included \$5 million from Newman's Own Foundation. Direct financial support to camps and programs totaled \$9.7 million, including funds committed through grant programs in prior years. Thanks to Newman's Own Foundation and the SeriousFun Board of Directors, all of the administrative costs of the Support Center were underwritten, enabling 100% of donor gifts to directly benefit the children we serve.
- \$11 million in donated television and radio advertising placements in the U.S. allowed SeriousFun's Public Service Announcement to reach hundreds of millions of potential supporters, increasing awareness of our mission and SeriousFun member camps.
- More than 500 camp professionals benefited from training to learn new skills, share best practices and network with distant peers. A total of 640 participants from camps and programs attended in-person conferences and trainings, as well as webinar-style online trainings.



47,299
children served in 2013



337,411
children served since 1988

I am a *Camper*.



Stella's illness causes a chronic and disruptive cough and, as a result, she is often too exhausted to participate in daily activities. The effects of this illness make her feel self-conscious and shy. At Stage Night, however, Stella overcame her fatigue and self-consciousness. She bravely got on stage in front of all of her new friends and sang a beautiful song. Stella's smile lit up the room and cheers filled the air. She is an excellent example of how camp fosters possibility for children. 🧡

– Stella, Camper
Kan Etwal, Haiti

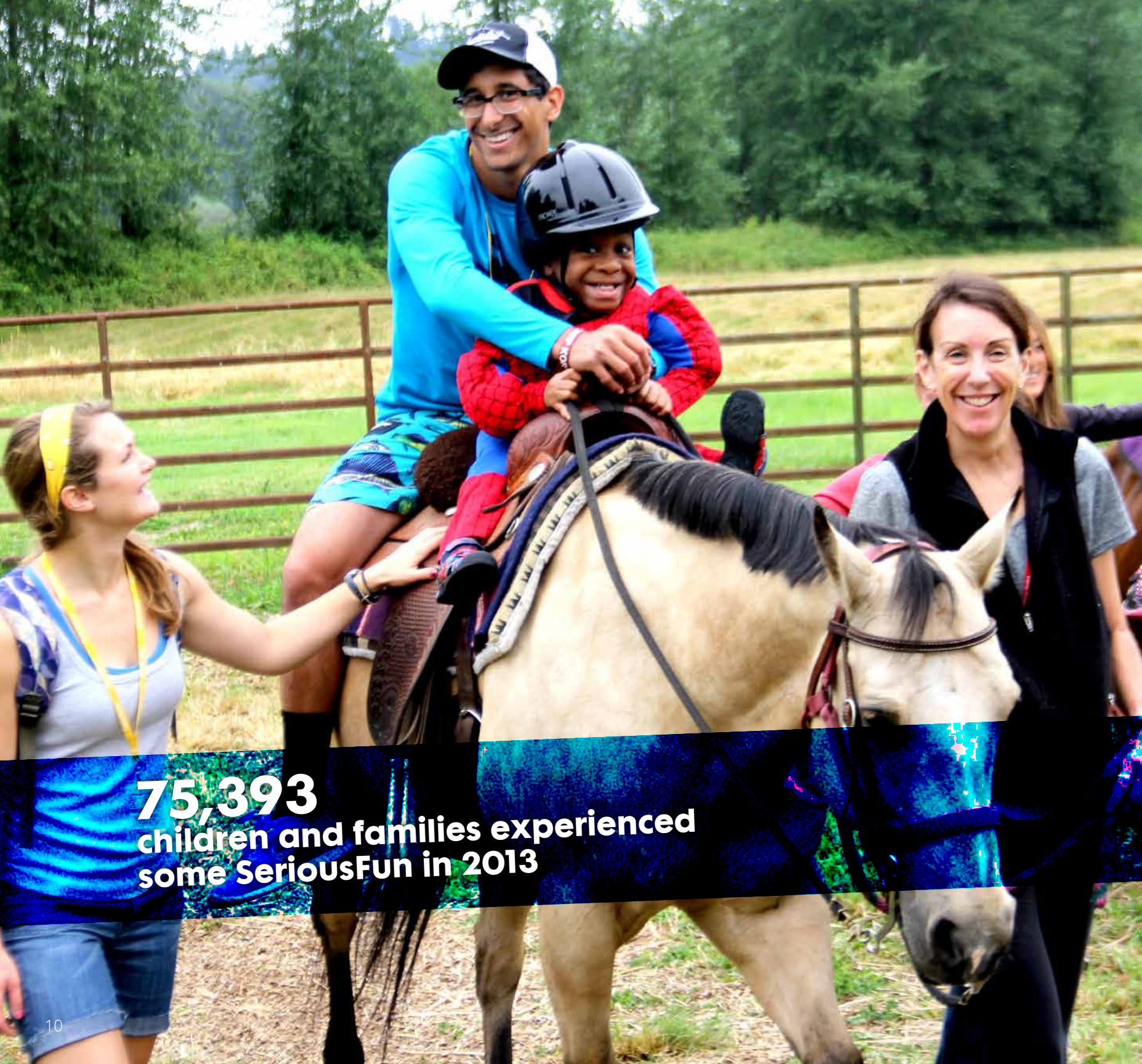


We are delivering *Joy.*

- Two fundraising galas – one in New York in April, and an inaugural event in London in November – collectively raised \$1.9 million to support camps and programs.
- The Support Center awarded \$412,000 to 12 camps as part of its Network Improvement Program. Improvement projects included upgrades to facilities and grounds, new security systems, accessibility enhancements and staff training.
- Team SeriousFun completed 10 endurance events spanning the globe from New Orleans to Ireland. A total of 145 supporters participated, and, in turn, brought in 4,550 new donors to SeriousFun. Team SeriousFun also provided technical support and consultation for four camps, helping them increase revenue and participation by 65% on average through peer-to-peer fundraising.
- A new Global Partnership Program launched in Gaborone, Botswana, fittingly named Camp Hope. In addition, new partnerships were cultivated in India, Kenya and Mexico, positioning the launch of three new programs in 2014. These efforts will allow SeriousFun to serve more children with illnesses and expand our global footprint.

We are fostering *Resilience.*

- The Network rallied around The Painted Turtle during its wildfire crisis. The Hole in The Wall Gang Camp Fund, Newman's Own Foundation and the SeriousFun Board of Directors collectively provided \$500,000 in matching funds and relocated 45 campers and 39 summer staff to other camps in the Network.
- A six-month post-camp survey conducted by the Yale Child Study Center reconfirmed results from the one-month post-camp study. Both studies found measurable gains for campers in critical areas such as independence, confidence, self-esteem, new friendships and social connectedness.
- An Outcomes Evaluation conducted by San Diego State University at Global Partnership Program (GPP) locations in Ethiopia, Lesotho and Vietnam found significant improvement in campers' attitudes toward and adherence to taking medicine. This outcome demonstrates the life-saving impact of SeriousFun, as children living with HIV/AIDS must take antiretroviral medication every day for the rest of their lives.
- Crisis communications training was provided to all camps. In-person trainings for CEOs and webinars for other camp staff prepared camps to effectively respond to any challenging or unexpected occurrence.



I am a *Volunteer.*



“I strive to inspire the kids to look past their trials and tribulations and see their true potential. My hope is that I am able to give them some tools to be successful in the real world. I always tell people that through volunteering at camp they will change someone else’s life for the better. But I also want them to know that it’s their lives that will be changed for the better, too. A big part of the person I am today is credited to the incredible people of Camp Boggy Creek.” ☺

– Evan Ernst, Volunteer
Camp Boggy Creek, Florida

75,393
children and families experienced
some SeriousFun in 2013

A photograph showing a man in a red shirt leaning over two young boys. A woman is in the foreground, looking towards the camera. The background is slightly blurred, showing other people.

518,118
children and families
served since 1988

I am a *Parent.*

“I cannot put into words what happens there. Camp gave my family a lot of energy. It’s what kept us going all year. If we were a bit down we looked at the pictures, listened to the music and the sun started shining immediately. It was fantastic! It was a great experience for our children, and it made us parents feel like kids once again. Thank you for letting my family experience camp.” ☺

– a Parent, Bátor Tátor, Hungary

We are building for the *Future.*

- Solaputi Kids' Camp in Japan was approved as a provisional member camp, the intermediate step on the path to becoming a full member camp. This location provides SeriousFun with a strong anchor in Southeast Asia and exposes a new population to the importance of serving children with serious illness.
- SeriousFun Children's Network created a new Program Innovation Grant opportunity, which will focus on new and better ways to meet the needs of children and families served by camps and programs.
- A new criteria process for Global Partnership Programs (GPP) was developed in 2013 to monitor program safety and quality and to ensure that each program meets the SeriousFun standard of operations. This annual assessment process, designed to aid the long-term sustainability of programs, will be rolled out to GPPs in 2014.



19,499
volunteers cared for children
and families in 2013

140,602
volunteers have cared for children
and families since 1988



I am a *Donor.*

“We had a daughter who was suddenly very sick – sick to the point she was hospitalized. It was a very stressful time for everyone in our family, and manifested itself in ways we didn’t even understand. When we learned from one of her doctors about The Hole in the Wall Gang Camp, we were blown away on so many levels: the commitment of doctors who volunteer, sure, but also the respite that must surely come for overwhelmed parents and siblings, and, of course, the joy each and every camper can tap into, right then. Our daughter is now healthy, and for that we are so grateful. We have not, however, forgotten those feelings of despair, and support SeriousFun Children’s Network in an effort to lighten the load for the people all over the world who appreciate every good thing, celebrate every small victory and smile despite their heartache.” ☺

-The Thompson Family, Donors

2013 Financial Report

December 1, 2012 - November 30, 2013

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

SUPPORT AND REVENUE	2013	2012
Support		
Contributions & Special Events	\$9,686,104	\$8,731,492
Contributions In Kind	\$11,084,754	\$4,983,946
Total Support	\$20,770,858	\$13,715,438
Revenue		
Dividend, Interest Income	\$230,893	\$332,297
Gains and Losses on Investments	(\$165,984)	\$300,436
Total Revenue	\$64,909	\$632,733
Total Support and Revenue	\$20,835,767	\$14,348,171
EXPENSES		
Program Services		
New Camps and Programs	\$1,842,878	\$1,518,663
Existing Camps	\$10,103,232	\$6,887,318
Contributions-In-Kind Expenses*	\$10,658,364	\$3,984,444
Total Program Services	\$22,604,474	\$12,390,425
Support Services		
General Administrative	\$429,121	\$1,115,876
Development	\$2,815,816	\$2,771,049
Contributions-In-Kind Expenses*	\$426,390	\$999,502
Total Support Services	\$3,671,327	\$4,886,427
Total Expenses	\$26,275,801	\$17,276,852
Net Assets at Beginning of FY	\$18,451,237	\$21,379,918
Ending Net Assets**	\$13,011,203*	\$18,451,237

*\$11,084,754 of contributions-in-kind expenses (donated media time) were included in overall expenses (program services \$10,658,364 and support services \$426,390.)

**\$10,940,385 of this is currently restricted for programs.

The primary differences in year-over-year contributions result from the \$11 million in donated media time.

Program Services expenditure has increased mainly due to growth in funding and services for camps, as well as growth in our Global Partnership Program.

The decrease in net asset balance is due to planned disbursement of multi-year pledges on major challenge grant payouts and Global Partnership Programs, as well as payment of unrestricted funds, raised in prior years, to camps as operating support.



We are *Grateful* to you!

Paul Newman once said, “From that day back in the summer of 1988, I knew then that the camps would be a statement of people’s generosity.” He knew it would take people and organizations working together to help camps thrive. Twenty-five years later, there are now 30 camps and programs around the world. That’s one remarkable statement of generosity!



100% of gifts are directed to camps and programs, because 100% of our administrative costs are generously underwritten by Newman’s Own Foundation and the SeriousFun Children’s Network Board of Directors.

\$1,000,000+

Newman’s Own Foundation

\$750,000+

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\$100,000+

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Francesca Tondi
Craig Tools Inc-Bill Cleveland Tripler
Jorge Trujillo
Laura Tyson
Miss Alina Uspenskaya
Verizon Foundation
Mark Vislosky
Mary Kay Vyskocil
Anita and Byron Wien
Stephanie Winston Wolkoff
Judith and Norris Wolff

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, helps children living with serious illnesses and their families experience the magic of camp.

Three cheers to our Camp Champs!

Anonymous
Deborah and Mark Archer
Mark and Hope Bailot
Stanley Barnickel
Debbie Caldwell
Chris Carroll
Eugene Charette
James Cooper
Patricia and Charles DeLany
Kara Emmons
Nicole and David Garofalides
Sandy Hill
Shane Keogh
Denise Klinter
Polly and Andrew Leaf

Phyllis Lochner
Peggy Logue
Dianna and Curt McDaniels
John McLaughlin
Peter McNall
Jessica Phillips
Greg Rollet
Cassandra and Robert Sather
Muriel Smiherman
Camilla Soegaard Jensen
Jayne Stewart
Matt Weston
Barbara Wulff
Robert Zych

Space limitations preclude us from listing all of our donors. This list recognizes those who have donated \$500 or more between January 1, 2013 and December 31, 2013.

Every attempt was made to include and list each donor accurately in this report. If we made an error, please accept our apologies and let us know. Please contact Pamela Trzop at 646-259-4417 or ptrzop@seriousfunnetwork.org, so that we can make corrections for future publications.

Corporate Honor Roll

The following companies independently support multiple camps across the Network.

GSK
Johnson & Johnson

In-kind Support

We would like to acknowledge the following individuals and organizations for their significant in-kind contributions of goods or services made in 2013.

Dechert LLP
Hasbro
Kleinberg, Kaplan, Wolff and Cohen
Newman's Own
Plaid
Reckitt Benckiser
Tarkett

Global Footprint

Camps and programs in SeriousFun Children's Network are located across the world from California to Cambodia and Ireland to Japan. Since 1988, children from more than 50 countries on five continents have been able to experience the joys of camp.



Camp Locations

Africa | Camp Hope, Botswana* | Camp Addis, Ethiopia* | Camp 'Mamohato, Lesotho* | Camp Hope, Malawi* | Just Footprints, South Africa♦ | Sivivane Camp, Swaziland* | Salama Camp, Tanzania* | Sanyuka Camp, Uganda* | **Asia** | Camp Lotus, Cambodia* | Camp Rainbow, India* | Solaputi Kids' Camp, Japan♦ | Camp Colors of Love, Vietnam* | **Caribbean** | Kan Etwal, Haiti | **Europe** | L'Envol, France | Bátor Tábör, Hungary | Barretstown, Ireland | Dynamo Camp, Italy | Over The Wall, United Kingdom | **Middle East** | Jordan River Village, Israel

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 Farm, Ohio | Camp Korey, Washington | **South America** | Campuka, Paraguay*

* Global Partnership Program

♦ In development

Looking Ahead to More *SeriousFun*.

As we look toward the future, we plan to deliver more SeriousFun experiences in more ways and in more places. With new programs planned in Mexico, Kenya and India, we will continue to expand our global footprint, providing even more children with opportunities for play, learning and friendship – experiences that are core to childhood.

Our research efforts to better understand our impact on the lives of those we serve will continue. A study of post-camp outcomes, as well as a study of how our Global Partnership Programs affect medical adherence, will both improve the ways in which we deliver SeriousFun and help camps have a greater impact on children and families.

With an elevated focus on collaborative fundraising across camps, we will work together to build relationships with partners and donors, who can help us to strengthen operations and grow capacity.

Through conferences and trainings provided by our own camp professionals, as well as outside experts, SeriousFun will focus on delivering the highest quality of program, medical and volunteer excellence.

The sense of community built across the Network in 2013 provided a strong foundation for great things in 2014. Through the collective efforts of our staff, donors, volunteers and partners, we will provide children and their families the opportunity to reach beyond serious illness to discover joy, confidence and a new world of possibilities – always free of charge.

SeriousFun is about messily enjoying no-hands spaghetti, singing in the dining hall, shooting bows and arrows, and telling stories by a campfire. It's about connecting with other kids and families facing similar challenges, and it's about believing that no obstacle is too great to overcome.

Together, we will continue to make a difference. Together, we are SeriousFun!



“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 camper



reaching beyond illness worldwide





www.seriousfunnetwork.org

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Advancement Office**

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