

seriousfunSM
children's network
founded by paul newman

2014 Annual Report

MOMENTS OF SERIOUSFUN





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Moments of SeriousFun

All the laughter and joy that emanates from SeriousFun camps come from the collective efforts of staff, volunteers, counselors, medical professionals, donors, parents and the Support Center – all working together to create moments of fun and impact for campers. This is the SeriousFun story for another wonderful year of inspiration, transformation and celebration gone by.

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Board of Directors

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Chairman, Uniphar Plc

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Executive Consultant; Attorney, Ruder, Ware, Michler & Forester (Retired)

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Co-Owner, Grupo VIPs

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CEO, Cardinal Health

Carolyn Bechtel, *Victory Junction*

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Finance Executive (Retired)

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President and CEO, First Bank of the Palm Beaches (Retired)

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BC Partners

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Georgia Wall Gogel, *Roundup River Ranch*
Commercial Real Estate Attorney (Retired)

Victor Hershaft, *Double H Ranch*
Vice Chairman, Paxar Corporation (Retired)

David Horvitz
Chairman, SouthOcean Capital Partners, LLC

Eric Karp
Senior Advisor, Oak Hill Advisors, L.P.

Somesh Khanna
Director, McKinsey & Company

LIFETIME DIRECTOR: Joanne Woodward

Mary Beth Powers

Chief Executive Officer, SeriousFun Children's Network

Ingrid Milne, Treasurer
Chief Financial Officer, SeriousFun Children's Network

Peter Kulloi, Chair, *Bátor Tabor*
Managing Director, Ca IB Investment Bank (Retired)

Sara Lahat, *Jordan River Village*
Philanthropist, U.S. and Israel

Ray Lamontagne, *The Hole in the Wall Gang Camp*, President
Co-Owner, The Encore Company

John Marshall, III
CEO, Kresge Foundation (Retired)

Tatiana Nourissat-Rosenfeld, *L'Envol*
Attorney at Law

Serena Porcari, *Dynamo Camp*

Jill Rappaport
Marketing Executive (Retired)

Liz Robbins
Owner, Liz Robbins Associates

Tim Rose, *Camp Korey*
Executive Vice President, Costco

Robert J. Rukeyser
Fortune Brands, Inc. (Retired)

William Sanger
Envision Healthcare Corporation

Carole Watkins, *Flying Horse Farms*
Chief Human Resources Officer, Cardinal Health

Strauss Zelnick
Zelnick Media

Dear Friends and Supporters,

Thanks to your generous support, in 2014 SeriousFun Children's Network served more children and family members than ever before. All these moments soaring on a zip line, catching a fish or singing by a campfire helped children living with serious illness go from trepidation to transformation.

Children living with serious medical conditions miss out on many of the wonderful moments of childhood; moments that help them grow and discover the world around them. Instead of time with friends or fun at the playground, a child living with cancer, HIV, or other illness is visiting the doctor or spending time in the hospital receiving treatment.

SeriousFun founder Paul Newman recognized that the hospital stays, medications, poking and prodding that these children endure all make it hard to just be a kid. Paul used his personal success to ensure that kids with serious illnesses would not become their diagnoses. He wanted all kids to remain kids for as long as possible just like he did. Paul wanted to give them the opportunity to experience moments of laughter, adventure, courage and friendship... moments of 'SeriousFun' that could change lives forever.

Through the outstanding work of SeriousFun camps and programs around the world this past year, Paul's vision continues to grow and thrive. In 2014, camps and programs provided more children than ever before moments of joy and playfulness, laughter and friendship moments that stay with them all year long.

It costs about \$2,500 to provide a week of camp. This is a remarkable bargain, especially when you consider the high level of medical care and the specially-adapted experience campers receive. All you need to see is the smiles on campers' faces to know that the investment is worth every penny.

Your generous support, as well as your commitment to volunteering and spreading our message ensures that camps and programs continue to be a haven and a resource *entirely free of charge* for children with serious illnesses and their families. Paul wouldn't have had it any other way; neither would we.

We are grateful to you for all the moments of SeriousFun you've helped us provide and look forward to your continued support this year.

Sincerely,

Donald J. Gogel,
Chairman of the Board



Mary Beth Powers,
Chief Executive Officer





The Moments of 2014

What a year! We've had moments of celebration, growth, learning and more- all to help children with serious illnesses believe in themselves and lead fuller lives. These are the moments of 2014.



Moments of Celebration

- » Two star-studded galas in New York City and London, which artfully showcased the breadth of the Network, raised more than \$3.2 million in support of SeriousFun camps and programs.
- » Four camps celebrated significant anniversaries. Barretstown in Ireland commemorated its 20th year; Over The Wall in the United Kingdom reached its 15th year; and The Painted Turtle in California and Victory Junction in North Carolina each recognized 10 years of camp programs and outreach to children and their families.
- » North Star Reach, the provisional member camp in Michigan, broke ground on their site in July 2014. The camp is planning a grand opening celebration in Spring 2016.
- » SeriousFun launched its Young Professionals Group with an inaugural "Fall Into Camp" party. The vibrant new group will drive efforts to build support and awareness for SeriousFun with the next generation of families, philanthropists and fans of camp, alike.
- » SeriousFun welcomed new Chief Executive Officer Mary Beth Powers, who provides leadership for the Support Center and facilitates development and growth for the Network. Mary Beth has vast experience and significant accomplishments in the areas of global health, nonprofit management and resource development.



Moments of Growth

- » Our Global Partnership Program (GPP) welcomed two new programs to our SeriousFun family in 2014. The first, Camp Rainbow-Bangalore, serves children living with HIV in southern India. The program operates in partnership with Action Service Hope for AIDS Foundation and receives technical support from our partner YRGCARE in Chennai (India). GPP also expanded its footprint in Latin America by launching Huantiknemi Campamento (meaning “Let’s Walk Together”), a program in Mexico serving children living with cancer. The program operates in partnership with Dr. Sonrisas and Valle Verde Campamentos.
- » Two Innovation grants of \$50,000 each helped Barretstown and The Painted Turtle expand their reach beyond camp facilities into schools and the community, respectively. The added support enabled the camps to collectively serve an additional 934 campers, parents, siblings, classmates and friends.
- » SeriousFun awarded 12 Network Improvement Grants in 2014. The nearly \$400,000 disbursement enabled camps to upgrade facilities, improve accessibility and safety, and provide training to staff.
- » SeriousFun connected with many new fans and followers on its social media platforms. With more than 50% growth in the last year, SeriousFun’s engaging and educational messages about the magical happenings at camp continue to gain momentum across social channels.



Global Moments

- » A series of conferences for camp staff across the globe, including Chief Executive Officers, Directors of Development, Facilities Managers and Food Service Managers, allowed SeriousFun staff time together to evaluate and advance collective goals and share best practices.
- » The Global Partnership Program's annual meeting of partner organizations brought more than 30 staff participants from 15 countries to The Hole in the Wall Gang Camp (Ashford, CT) to share best practices and strengthen the connection between partners in the Network.
- » The new GPP Medical Advisory Committee includes representatives from Baylor International Pediatric AIDS Initiative, Partners In Health, SeriousFun camp medical staff, and other medical institutions. The committee will provide guidance to develop medical policies and procedures for GPP; identify and meet with new medical partners; conduct Criteria visits; and provide medical consultations.

"What camp has given me is the courage to do whatever I want because I am not defined by my illness. It's just awesome to know that I can reach for the sky and be what I want to be." - a camper



"I want every kid to be able to keep a little bit of camp inside them all year. Kids need medicine to heal their illnesses but they need camp to heal their soul."
- a camp doctor



Making Moments Possible

- » The Support Center for SeriousFun Children's Network raised \$12.5 million in support of camps and programs. A total of \$8.3 million was distributed to camps in 2014 through direct disbursements and restricted grants. A portion of the funding raised in 2014 will be disbursed in 2015 to support restricted grants taking place across calendar 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.
- » SeriousFun celebrated 20 years in partnership with GSK in 2014. A new three-year gift of £750,000 was made to mark the occasion. The funds will support all six SeriousFun camps in Europe and Israel and provide for a range of programs aimed at improving the care and support SeriousFun offers to children living with serious illnesses.
- » A generous grant of \$300,000 from new partner Niagara Bottling, as part of their Niagara Cares initiative, will support aquatics and outreach programming in hospitals at seven U.S. camps in the Network.
- » Numerous media placements highlighting the New York and London galas elevated awareness of SeriousFun camps and their impact. In addition, Paul Newman's daughter, Clea Newman, explained the value of camp for children with serious conditions with phenomenal coverage, including a feature appearance on MSNBC's Morning Joe program. In all, 158 placements yielded an estimated 975 million impressions with a collective value of \$2.8 million.
- » Thanks to the generosity of broadcast outlets, SeriousFun's public service announcement received \$8.1 million in donated air time to help promote SeriousFun and member camps.

Moments of Learning

- » More than 500 camp professionals participated in Network learning experiences in 2014 – the most ever. From webinars and peer visits, to in-person conferences and seminars, these opportunities enabled participants to develop new skills, share best practices and strengthen peer connections.
- » Criteria visits, a triennial review process of camp quality standards, were conducted at seven camps in 2014. The visits evaluated progress in maintaining and advancing development and operational goals. In addition, a new criteria process for Global Partnership Programs was developed and launched. The GPP criteria – a similar, scaled-down version of member camp excellence standards – help programs evaluate medical, program and site standards. GPP evaluated five programs using the new criteria.
- » SeriousFun, along with research partners from Yale University and San Diego State University, presented findings of 2014 outcome research on SeriousFun camps to peers at the American Camping Association Conference. The opportunity allowed SeriousFun to share expertise in intentional camp programming with others in the field.

MOVING FEARLESSLY

I will never forget one girl I met at Barretstown's teen session who is visually impaired. I had the privilege of escorting her from Germany to Ireland to attend camp at Barretstown. She couldn't see more than a few meters in front of her and needed a stick for walking and usually needed support to be guided from one point to another. One day, I challenged her to try and see the bright red front of the camp's theatre, which was more than 20 meters away. She indicated that, yes, she could see it, but I knew it was only the color she could distinguish. I then asked her, "Do you trust me when I say that there is no barrier between you and the theater?" She said "Yes." So I told her to walk as fast as she could... to move fearlessly like she did before her illness. And she did! I was beside her, but she ran on her own without help from me. She was so proud of her courage to do this and had a big smile on her face the whole day.

- Dietmar, a volunteer from GSK





A FAMILY MOMENT

Four of the six children in the Troop family cope with “E.B.” or Epidermolysis Bullosa, a serious disorder that causes the skin and mucosal membranes to become fragile and easily injured. There are many things they can’t do and spend most of the summer inside. Son Zack’s care alone takes about three hours a day. Here’s what Troop Family mom Kadee says about their experience at Roundup River Ranch, the SeriousFun Camp in Colorado.

“It’s hard to watch four kids be sick and struggle with their health and fight to find normalcy. It’s hard as a parent to watch that. My healthy kids sacrifice a lot for their brothers and sisters. And that’s what I LOVE about Roundup River Ranch – it accommodates ALL of my kids, not just my special needs kids. It’s an amazing life to live with these kids. Their strength and how willing they are to take what they’ve been given and make the best of it.

“And it’s always amazing to me to look in the eye of another parent at camp and see that they understand me. It makes for some really special moments. It’s so special to come to camp – something we couldn’t afford on our own.” It makes me feel like we live on a pretty amazing planet to have so many people who are willing to give so much.”

– Kadee Troop, *Mom of campers, Roundup River Ranch*



WHAT VOLUNTEERING TAUGHT ME

Volunteering at Over The Wall, the SeriousFun Camp in the United Kingdom, has been an amazing experience. You are making a positive difference for somebody, which makes you appreciate life. We get trained in a therapeutic recreation program model, where we help campers into the ‘camp bubble’ – where they feel safe, in their comfort zone.

We’re then taught to get the campers into their ‘stretch zone’, where a positive challenge could happen because that is where the campers can really grow and develop. The challenge is extended to campers as a choice, but we are there to encourage them to stretch themselves.

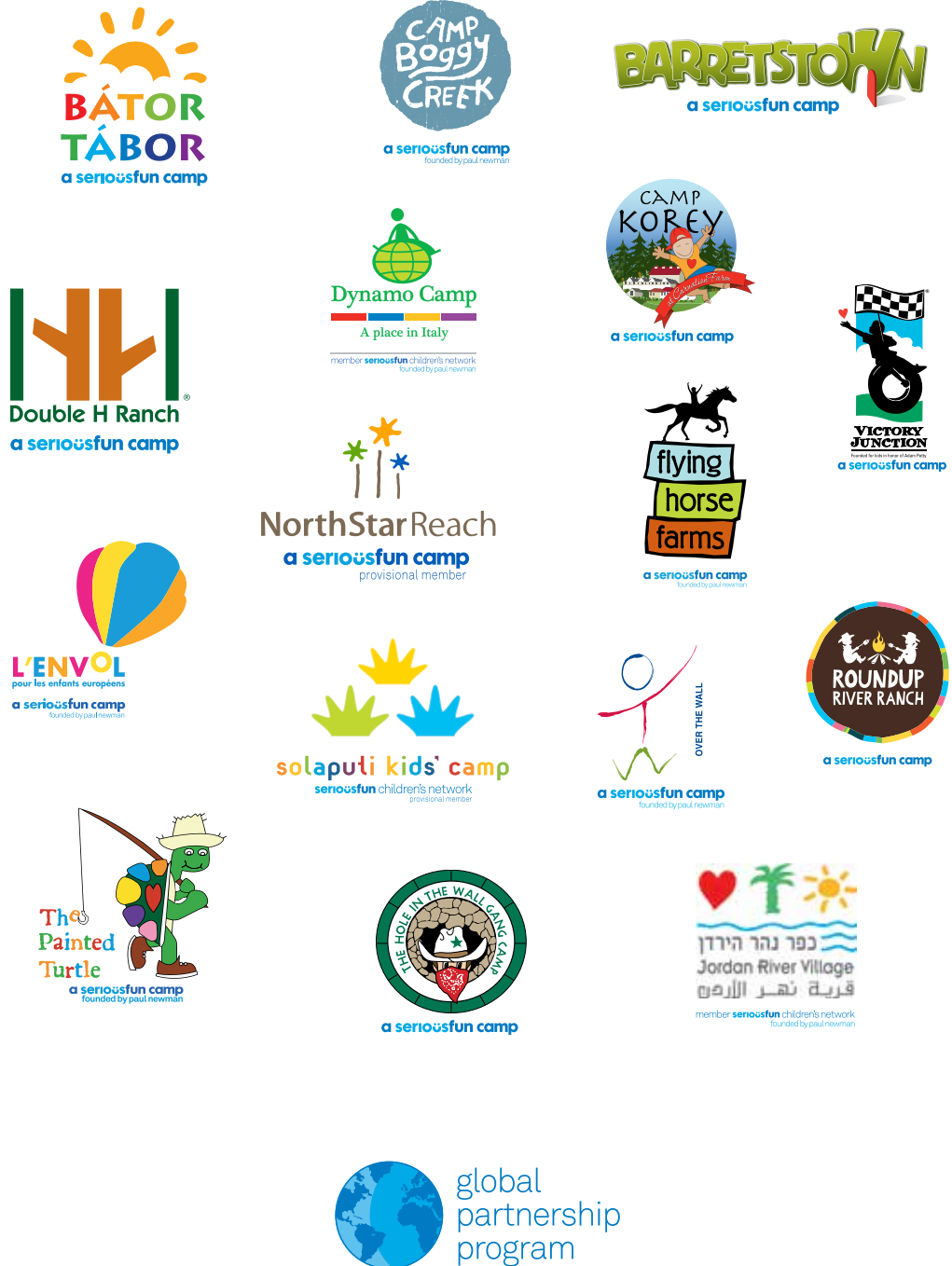
– James, *a volunteer, Over The Wall*



Serious Sharing

Moments Happen Everywhere

SeriousFun camps and programs are located across the world from California to Cambodia and Ireland to Japan. Children with serious illnesses and their families experience moments of laughter, adventure and joy in 22 countries on five continents. Now that's SeriousFun – in any and every language!



our global reach



Reaching Beyond Illness Worldwide

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, Bangalore & Chennai, India* | Solaputi Kids' Camp, Japan♦ | Camp Colors of Love, Vietnam* | **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

Latin America: Huantiknemi Campamento, Mexico* | Campuka, Paraguay* | **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 | Camp Korey, Washington

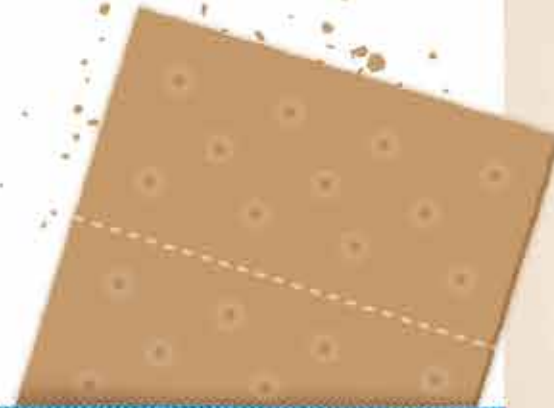
* Global Partnership Program ♦ In development

All that SeriousFun Adds Up!

Taking fun seriously has a real and measurable impact. What began as a camp where children with serious illnesses could have fun and find new friendships has evolved into an outcome-driven organization.

At SeriousFun, the conditions and activities are intentionally planned out, and the environment is carefully constructed to ensure that moments endure long after camp ends.

What's more, this impact is reaching more children with serious illness: in 2014, SeriousFun camps and programs served more children and their families than ever before.



SINCE 1988:

393,410

children have been served by camps and programs.

With family members in the mix, that's

604,916

children and their families that have experienced a dose of SeriousFun (Wow! is right). When you consider all the volunteers over the years,

163,877

have offered their time and talent to make camp possible.

We had to stop counting the stuff that **really matters**, like:

LAUGHS
CHUCKLED

S'MORES
EATEN

PIES **BUNKS**
THROWN MADE

FRIENDSHIPS
CREATED

SONGS **FISH**
SUNG CAUGHT

MEMORIES
MADE

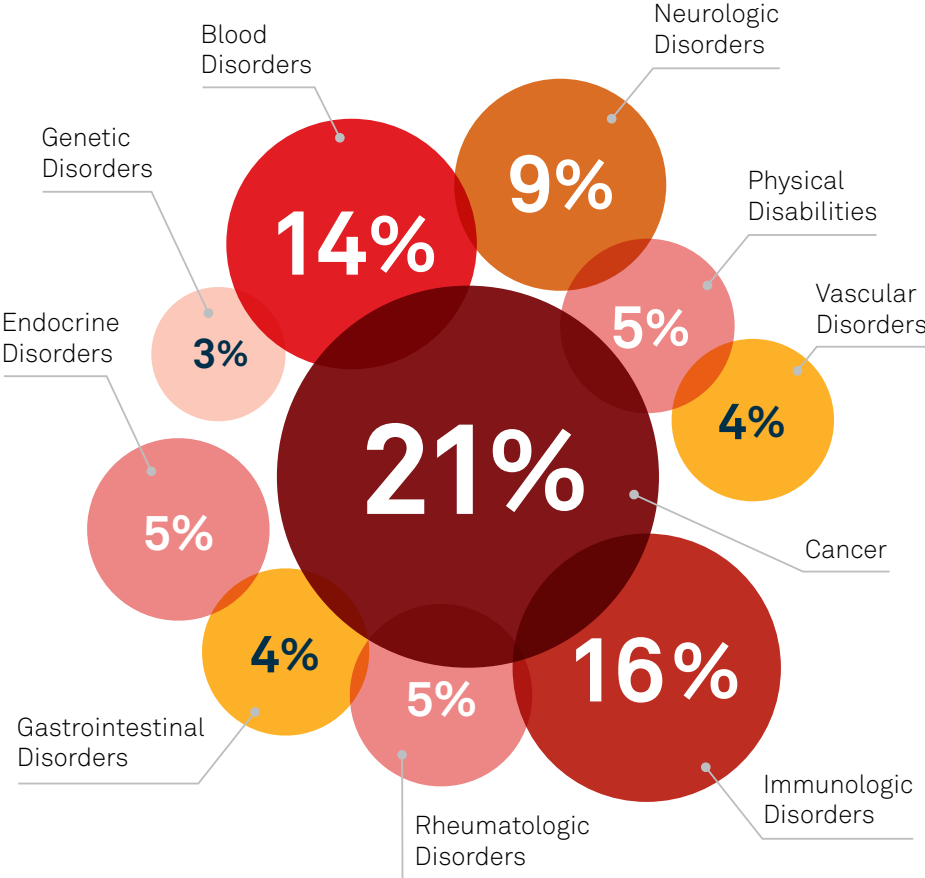
MOMENTS
REVEALED

We added the moments of 2014 to our 25+ years of SeriousFun to see how far we've come.

... because we couldn't find a calculator that goes that high!

Medical Conditions Served

The chart below represents groups of medical conditions served by camps and programs around the world. Within these groups, there are more than 50 different conditions that children face. When you look even closer and incorporate rare conditions or illnesses served by camps, the overall number of medical conditions served exceeds 150! SeriousFun is the only Network of camps anywhere in the world that embraces the challenge of supporting this many conditions.



Note: This top 10 list represent 85% of all groups served.



The SeriousFun Difference

While our annual service statistics exceeded our expectations, we also took a deeper, more scientific look at camp in 2014. With the help of Yale and San Diego State Universities, we understand even more how camp really impacts the kids.

The Yale Child Study Center and SeriousFun Children's Network have collaborated on a series of annual studies looking at residential camp programs. In each study, parents were surveyed before and after camp to examine SeriousFun's impact on the lives of campers.

In the 2014 study, here's what we discovered from parents:

"YES I CAN!"
79% reported an increase in **CONFIDENCE**

"I DID IT ALL MYSELF THIS TIME!"
74% reported an increase in **INDEPENDENCE**

"I FEEL GREAT ABOUT BEING ME!"
77% reported an increase in **SELF-ESTEEM**

"MAKING NEW FRIENDS IS THE BEST!"
76% reported an increase in **SOCIAL ACTIVITY**

"NOW THAT WAS A GOOD DECISION!"
75% reported an increase in **MATURITY**

"SURE, I'LL GIVE THE NEW THING A TRY!"
80% reported an openness to **OPEN TO NEW THINGS**

Resilience (the ability to bend but not break) is a critical strength for children with serious illness. The study showed that camp helped foster the following key components of resilience:



Another study of our Global partnership Program (GPP), conducted by San Diego State University, revealed that SeriousFun and its partners are making a significant and measurable difference in the lives of children living with HIV. Working with GPP camp programs in Vietnam, Ethiopia and India, campers were surveyed before and after camp to understand how the camp experience and follow-up programs impacted the child's attitudes and behaviors relating to their illness.

Here's what was discovered:

On average, campers had

74%

MORE KNOWLEDGE OF HIV

On average,

61%

of campers who had reported missed or late doses of their antiretroviral medications (ARTs) before camp reported **NO MISSED or LATE DOSES** after camp.

On average,

57%

of campers had an **IMPROVED ATTITUDE ABOUT TAKING THEIR ARTS.**

(Camp teaches them how to take their meds and why it's important to do so!)

There was a

300%

increase in the number of campers **WILLING TO TALK ABOUT THEIR HIV STATUS**



2014 financials

December 1, 2013 - December 31, 2014

This information reflects the financial statement for support services provided to the Network's camps and programs. The statement covers 13 months as SeriousFun transitioned from a December-to-November fiscal period to a January-to-December fiscal year.



Support & Revenue

	2014	2013
SUPPORT		
Contributions & Special Events	\$12,470,070	\$9,686,104
Contributions In Kind	\$8,128,008	\$11,084,754
Total Support	\$20,598,078	\$20,770,858
REVENUE		
Dividend, Interest Income	\$166,759	\$225,922
Gains & Losses on Investments	\$(109,562)	\$(165,984)
Other Income	-	-
Total Revenue	\$57,197	\$59,932
TOTAL SUPPORT & REVENUE	\$20,655,275	\$20,830,796

Expenses

	2014	2013
PROGRAM SERVICES		
New Camps & Programs	\$2,200,309	\$1,842,878
Existing Camps	\$9,177,843	\$10,103,232
Contribution-In-Kind Expenses*	\$6,706,947	\$10,658,364
Total Program Services	\$18,085,099	\$22,604,474
SUPPORT SERVICES		
General Administrative	\$427,608	\$429,121
Development	\$2,347,814	\$2,815,816
Contribution-In-Kind Expenses*	\$1,421,061	\$426,390
Total Support Services	\$4,196,483	\$3,671,327
TOTAL EXPENSES	\$22,281,582	\$26,275,801
Net Assets at beginning of FY	\$13,011,203	\$18,451,237
Ending Net Assets**	\$11,336,822	\$13,011,203

* \$8,128,008 of contribution-in-kind expenses (donated media time) were included in overall expenses (program services \$6,706,947 and support services \$1,421,061).

** \$9,671,336 of this is currently restricted for programs.

The primary differences in year-over-year contributions result from a \$2.95 million decrease in contribution-in-kind advertising.

Program Services expenditure decreased due mainly to reduced contribution-in-kind expenses, offset by an increase in funding for services offered through our Global Partnership Program.



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.



INSPIRED TO GIVE

My passion for SeriousFun comes from the transformation that I personally witness every summer as a volunteer. Many campers face very serious daily medical routines that often define their lives. However, when they arrive at camp, their medical condition no longer defines them or differentiates them from others. At SeriousFun, they truly get to be a kid among kids. Few places in this world provide that kind of emotional support through an environment specifically designed to booster individual confidence. It is the abundance of SeriousFun's "medicine cabinet" of positivity and inclusiveness that I see distributed to campers every summer that inspires me to continue volunteering and donating funds to support the organization.

- Michael Inwald, *Donor*

WHAT A DIFFERENCE CAMP MAKES

As a parent of a Hole in the Wall Gang camper and one of the founders of Camp Boggy Creek, our family understands just how transformative camp can be for a child. A trip to Africa opened our eyes to the tremendous need for services that existed in developing countries. When we learned about SeriousFun's Global Partnership Program, which brings camp programming to these under-resourced parts of the world, we were sold. We knew what a difference camp would make for the kids, especially those living with HIV. When children are adherent in

taking medications, their illness can change from terminal to controllable, helping them live relatively normal lives. Beyond the fun, games and friendships of camp, developing these critical life skills is a core part of the global program. We're so proud to see that our support is providing a special dose of SeriousFun to deserving children in these needy communities.

- Wendy Masi and family, *Donors*

Taking a Moment to Say Thank You

Camp doesn't happen without you. We mean it sincerely. It's free of charge to children and their families because of your generous and continued support. All the canoe rides, campfires and games of tag; all of the cabin chats, stage nights and closing ceremonies – these moments that our campers hold close to their hearts long after camp are only possible because of you. For all the moments you created in 2014, we proudly and humbly say THANK YOU!

\$1,000,000+

The Hole in the Wall Gang Fund
Newman's Own Foundation

\$750,000+

GSK

\$250,000+

Niagara Bottling, LLC
Wyndham Worldwide Charitable
Foundation

\$100,000+

Don Gogel and Georgia Wall Gogel
Hasbro Children's Fund
David and Francie Horvitz
Family Foundation
Newman's Own, Inc.
Clea Newman Soderlund
and Kurt Soderlund
Joanne Woodward

\$50,000+

Jenni and David Belford
August A. Busch III Charitable Trust
Cindy and Rob Citrone
Earth Friendly Products
First Eagle Investment Management
Foundation
Lara Lohr
Sue and Steve Mandel
Michaels Stores

Phi Kappa Tau

The Graham Rahal Foundation, Inc.
Jill and Alan Rappaport
Wyndham Vacation Ownership

\$25,000+

Anonymous
Peggy and Paul Bernstein
BNY Mellon
Judy and Jamie Dimon
Envision Healthcare Corporation
Hedley Goldberg
The Marc Haas Foundation
The A.L. Mailman Family
Foundation, Inc.
Cheryl and Jim Markham, ColorProof
Evolved Color Care
Jeremy Morris
Renee and Mark Rockefeller
The Starr Foundation
Trident Seafoods Corporation
Wendy Belzberg and Strauss Zelnick

\$15,000+

Alcoa Foundation
Francisco Arango
Lisa and David Barse
BC Partners Foundation
Bellisio Foods
Melody and Claude Bernstein
The Brand Nursery
Brooks Brothers Restaurant, LLC

Phil Burgan
Laura and Andrew Chonoles
Club Demonstration Services (CDS)
Corning Incorporated
The Dominique Cornwell and
Peter Mann Family Foundation
Costco Wholesale
Tamsin and Joe Cronly
Mary and David Davies
Emma Goltz
Meg and Bennett Goodman
Sally Haycock
Stephen Hughes
Intesa Sanpaolo
Jones Family Foundation
Kairos
Betsy Weiser and Eric Karp
Elizabeth and Michael Kojaian
Mars Petcare
The Martin Family Foundation
Philip McGriskin
Sunil and Satesh Melwani
Yvette and Peter Mulderry
David Novak
Kris and Tim Rose
Leah and Bob Rukeyser
Elbridge Stuart
Julie and Hugh Sullivan
Sun Products Corp.
Unilever
Patricia and Burgess Winter

\$10,000+

Anonymous
Emily and Joseph Berry
Michael Bondarev

Duncan Calam
Cheeseboy: Grilled Cheese To Go
Steven and Roberta Denning
Anthony Diamandakis
Melanie Shorin and Greg S. Feldman
Glencore International AG
Jonathan Goring
Kim and Dan Huish
Jane and Robert Julius
Sharon Karmazin
Vicki and Frank Kastory
Kicks 4 Kids
The Leslie Peter Foundation
Polo Ralph Lauren Foundation
Pauline and Maurice Pratt
Sir Paul and Lady Jill Ruddock
Megan and Chon Searfoss
Nancy and Jeffrey Serkes
Brett Stone
Alice and James Storey
Larry Sullivan
Larry Summers
Matthew Tooth
Xilinx Community Fund
Zunda Group, LLC

\$5,000+

Cynthia and Bob Abramowitz
Glenn August
Mercedes T. Bass Charitable Corporation
Lily Becker
Peter Buschmann
David Chavolla
Andrea Collins
Community Health Charities of
the National Capital Area, Inc.

Roberta and James Conroy
 Alberto Cribiore
 Daedalus Foundation, Inc.
 Raymond Debbane
 DeMartini Family Foundation
 Stefano Donati
 eBay Foundation
 Elizabeth and Stuart Eichner
 Kathy Ferguson
 Daniele Finocchiaro
 First Conferences Group
 Judy Foley Fund
 Terry and John Forester
 Susan and Edward Forst
 Fujitsu
 Marina Wolkonsky-Galesi and
 Francesco Galesi
 Galliard Homes, Ltd.
 Carlie and Neal Garonzik
 Erik Gordon
 Susan Pietrogallo and Robert Haggett
 Hasbro, Inc.
 Christy and Andrew Howe
 HSBC
 Seema and Somesh Khanna
 Mark Kraus
 Rebecca and Sacha Lainovic
 Sandro Lane
 Diana and John E. Marshall III
 Peggy McGrath
 Paddy Power
 Pars Purewal
 Gail and Kip Richards
 Nancy and Henry Schacht
 Alex Schmid
 Silicon Valley Community Foundation
 Jon Southgate
 Anne Stevens
 Louise Stone
 Swartz Foundation
 Jessica M. Thompson

Time, Inc.
 Francesca Tondi
 Tough Mudder
 Carole and Craig Watkins
 Susan Weatherley Family
 Charitable Fund
 The John S. & Amy S. Weinberg
 Foundation
 Joan and Charles Weissman
 John Welsh
 Theresa Welsh
 Judy and Josh Weston

\$2,500+

Adobe
 Rosemary G. and John Ashby
 Susan and Tony Bennett
 Alexander Bodini Foundation
 Jennifer and Ira Bogner
 Jonathan Brandt
 Bristol Myers Squibb Foundation
 Barbara and Christopher Brody
 Madelyn Bucksbaum
 Nicole Byrne
 Britta Camen
 George and Shirley Carr
 David Carson
 Soren Christensen
 Jamie and Sue Colbourne
 Kathleen Conroy
 Hilary Conway
 Judi and Gary Corr
 Sally Cosgrove
 Carina Crain
 Mimi Dane
 Claudio Del Vecchio
 Sylvia and Joe DeNardo
 Anand Desai
 Colleen and Kipp deVeer
 Vicky Diamandakis
 Marcella and Richard Dresdale

Deanna Puccio Ferraro
 Stephen Finnegan
 Lauren and Ralph Fuchs
 General Atlantic Service Company, LLC
 Goldman Sachs Gives
 Marcia and Michael Green
 Pamela and James Griffith
 Joan and David Henle
 Yvette and Victor Hershaft
 Gareth Humphreys
 Amie and Tony James
 Lynn and Don Janklow
 Jeffrey Jellerson
 Janet and Howard Kagan
 Burton R. Kassell
 Janet and Gerry Kelfer
 Aisling Kemp
 Lake Louise Campground
 Janice Lesser
 Libby Foundation, Inc.
 Gernot Lohr
 Magaschoni Apparel Group, Inc.
 Peter Magyar
 Isabel and Peter Malkin
 Ellen Marram

The Charles A. Mastronardi Foundation
 McGladrey & Pullen, LLP
 Rebecca and Knut Menshen
 Lisa and Edward Mitzen
 MOM Brands
 Mike Moriarty
 Latifa Nezirevic
 Massimiliano Nitti
 Sir Torquil Norman
 Sally Jane and Richard O'Loughlin
 Jeffrey Pasquier
 Edward Phillips
 Philippa and Frank Poli
 Meera Ramamoorthy
 The Dowager Viscountess Rothermere
 Linsey and Andrew Rubenstein
 Ann and Richard Sarnoff
 Family Foundation
 Amber Schaub (RuffleButts, Inc.)
 Pauline Selby
 Bela Seres
 Seviroli Foods
 Susan S. Shiva Foundation
 Julie Skattum
 Amelia Southgate



One Brave Leader

Kumar developed a newfound confidence at camp that wasn't there the day he arrived. One morning he asked camp leaders if he could lead the entire camp in a round of yoga. It only took a few moments for basic stretches to turn into a master class in flexibility for 70 people led by brave leader Kumar. The activity is now a pre-breakfast tradition at Camp Rainbow in Bangalore, India.

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Morris and Sylvia Trachten
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Diana Walters
Lisa Grant and William Weitzer
Beatrice and Leighton Welch
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Corporate Honor Roll

The following companies support multiple SeriousFun camps independent of the Support Center, and we are grateful for their commitment to SeriousFun camps – wherever they are in the world!

The Boeing Company	Medtronic and Covidien
Johnson & Johnson	Novartis
Corporate Citizenship Trust	PWC

In-kind Support

Camps need all types of donations including supplies and services to deliver SeriousFun to kids. We would like to acknowledge the following organizations for their significant in-kind contributions made to many or all of our camps in 2014.

Dechert	Plaid
Hasbro	Reckitt Benckiser
Newman's Own, Inc.	Tarkett

Space limitations preclude us from listing all of our donors. This list recognizes those who have donated \$1,000 or more between December 1, 2013 and December 31, 2014.

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 Julia Harris at 646-259-4413 or jharris@seriousfunnetwork.org, so that we can make corrections for future publications.

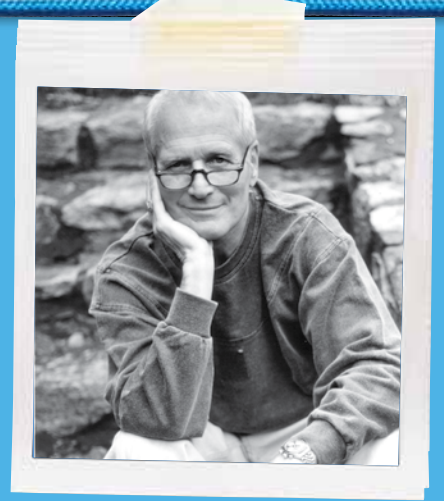
CAMP CHAMPS

Camp doesn't just happen in the summer. It's a year-round endeavor that takes place in hospitals, at community parks, and even in schools. Even when we're not conducting camp, we're busy getting it ready. When donors follow a similar pattern and give regularly throughout the year, it's a big boost towards sustainability. We call these monthly donors Camp Champs, and are proud to recognize them for their recurring commitment during every camp season – summer, fall, winter and spring. A big hooray for our Camp Champs!

Anonymous	Nicole and David Garofalides	Jessica Phillips
Deborah and Mark Archer	Sandy Hill	Greg Rollet
Mark and Hope Bailot	Shane Keogh	Cassandra and Robert Sather
Stanley Barnickle	Denise Klintner	Dale Sawyer
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Chris Carroll	Peggy Logue	Jayne Stewart
Eugene Charette	Dianna and Curt McDaniels	J.R. Weber
James Cooper	John McLaughlin	Matt Weston
Patricia and Charles DeLany	Peter McNall	Barbara Wulff
Dawn DiElsi	Elvis Mendez	Robert Zych
Kara Emmons	Kristine Mulford	

Consider Your Legacy

Simply put, a legacy is how you leave the world better than you found it. Even more than his achievements in entertainment, Paul Newman's legacy is best defined by the lives and communities changed as a result of his generosity. We all have the opportunity to establish a legacy.



After providing for loved ones, many use wills, trusts and other planning tools to make a "gift of a lifetime" creating a lasting difference in the lives of others. By including SeriousFun in your future plans, you will become part of Paul Newman's legacy, and your generosity will ensure that children coping with illnesses will get to experience camp for years to come.

We would be pleased to provide further information to you and your advisors about ways to support Serious Fun now and in the future.

For more information, please visit our web site at seriousfunnetwork.org or contact Mary Beth Powers at mpowers@seriousfunnetwork.org or 203-562-1203.

Give a Moment of #SeriousFun

The moments of camp live on long after the sessions end. They take the form of rich memories that seed a more resilient and a more confident child. For a SeriousFun camper, these moments are truly life-changing: they help them to see and reach beyond their illness and provide the foundation for becoming ambitious, confident and capable adolescents and adults.

Paul Newman didn't set out to build a legacy when he founded the first SeriousFun camp. He simply wanted to give kids, whose lives were beset with the misfortune and challenges of illness, the chance to have the same fun, friend-filled camp experience that healthy kids – including himself – did.

Now, more than 25 years later, this simple and noble aspiration has spread across the world and affected hundreds of thousands of children and their families. These camps and their impact are Paul's legacy. It's remarkable, inspiring and deserving of celebration.

In 2015, during what would have been Paul's 90th year, SeriousFun



Children's Network will honor our founder's legacy by encouraging people worldwide to 'Give a Moment of #SeriousFun' so a child with illness can attend a SeriousFun camp – free of charge. Throughout the year, adults and campers alike will have the opportunity to offer a birthday tribute or attend

a star-studded gala or perhaps take part in a camp celebration for Paul.

We will put Paul's infectious generosity center stage, not because he would have been 90, but because his enduring legacy continues to inspire. And we can all help it continue to grow and thrive.

Please join us in 2015 to 'Give a Moment of #SeriousFun' in honor of Paul!



THANK YOU FOR EVERY MOMENT.



seriousfunSM
children's network
founded by paul newman

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