



# We are SeriousFun



## Webs of Kindness

At many SeriousFun camps and programs, a simple ball of yarn is turned into an important and powerful activity of kindness, reflection, and connection. No matter the name it goes by, the activity reminds all of us that we are part of a very special community, there is always something new to be learned or shared, and no matter the personal challenges or circumstance, we can always find a reason to smile. 😊

◀ North Star Reach, MI ▶



## Member Camps & Partner Programs

SeriousFun Children's Network is extremely proud of and grateful for our Member Camps and Partner Programs around the world. **You make it all possible!**



\*SeriousFun Partner Programs




  
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## Dear Friends and Supporters,

It is my absolute pleasure to be writing to you as the new Chair of the Board of Directors of SeriousFun Children's Network. While I took on this new role in January of 2019, I have served on the Board since 2011, and as Vice Chair since 2014. During that time, I can proudly say that the Network, as a community of independent camps and trusted program partners, has made huge strides in working collaboratively to impact not only the lives of children living with serious illnesses and their families, but toward genuinely changing the way that communities, and the world, view and treat the children we serve.

And while I may be new to the Board Chair seat, the incredible progress happening at the camp and program level has been happening for decades.

Last year marked the 30th anniversary of the very first SeriousFun camp founded by Paul Newman, The Hole in the Wall Gang Camp in Ashford, CT. While people sometimes ask whether Paul could have known how far-reaching and life-changing his idea would be, I like to think that for Paul, it was as much about changing one life as it was about changing tens of thousands.

And while our creative, resourceful, generous, and funny friend Paul is the originator of our shared Network mission, I think he too would agree that it's the people, volunteers, families, communities, donors, and partners who made these 30 years of impact possible. Without Paul, we may never have imagined the incredible places we have come to know as SeriousFun camps, but without all of you, our camps and programs would not have been able to deliver the more than 154,000+ experiences enjoyed and shared by children and family members around the globe last year, totally free of charge.

Thank you for all you did to support our camps and programs in 2018, and for helping to continue the legacy of Paul Newman.

Maurice Pratt  
Board Chair



Maurice Pratt and Don Gogel

### Dear Friends,

Paul Newman famously said, "You can leave camp but camp never really leaves you." I can honestly say that there has never been a truer statement.

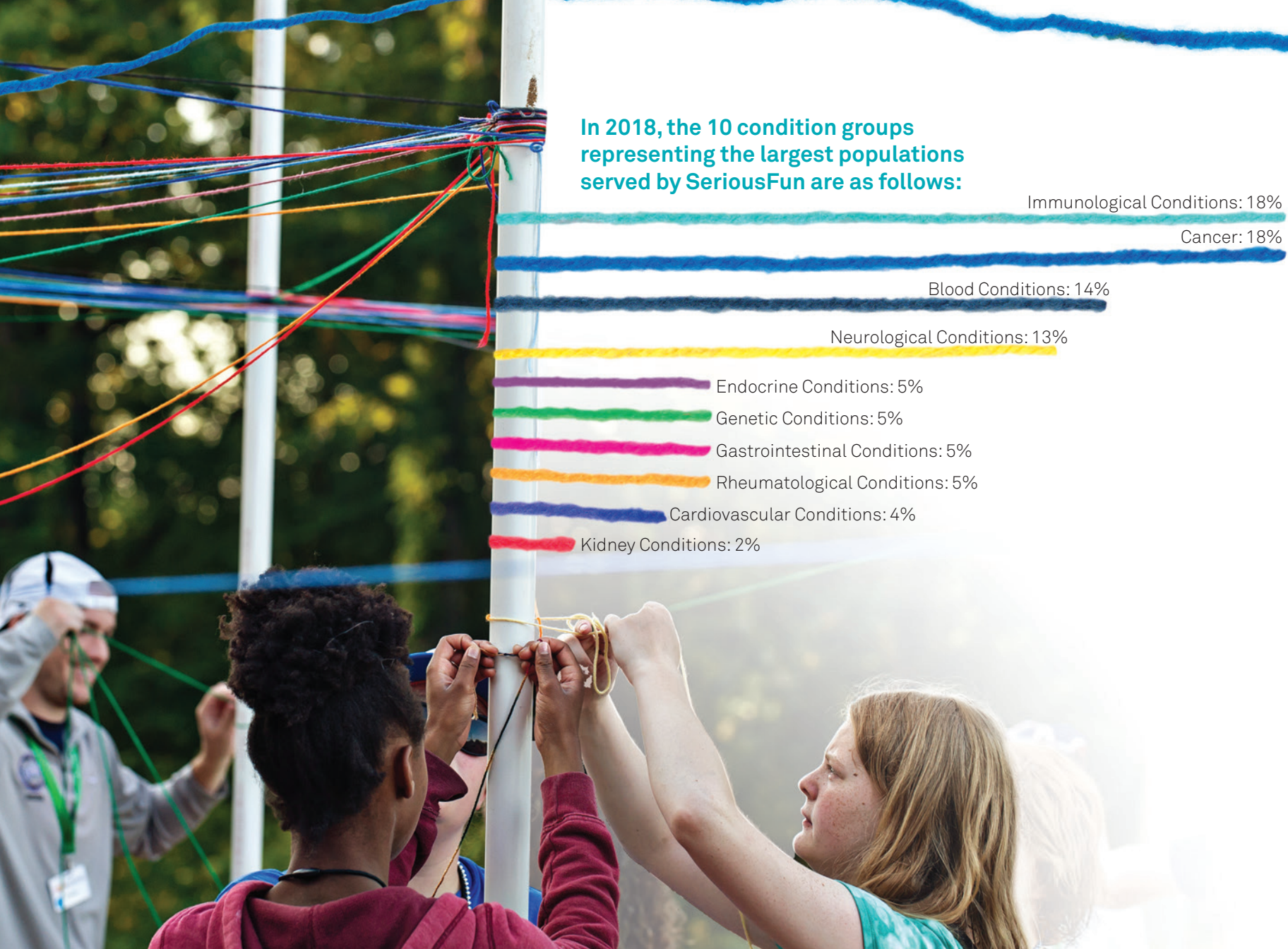
Over the last seven years, I have witnessed the transformative impact of SeriousFun camps and programs on children, families, caregivers, volunteers, partners, and communities. And as we proudly honor 30 years of joy, hope, friendship, inclusion, and possibility, one thing is for certain—we have not only changed lives, but we, ourselves, are forever changed.

All it takes is one encounter with a camper parent, one weekend as a volunteer, or watching one video of a camper telling their own story to feel inspired and changed by the work being done at our camps and programs. And if you haven't yet had the opportunity to volunteer at a camp, I encourage you to do so. You owe the experience to yourself and you deserve the impact it will have on your life.

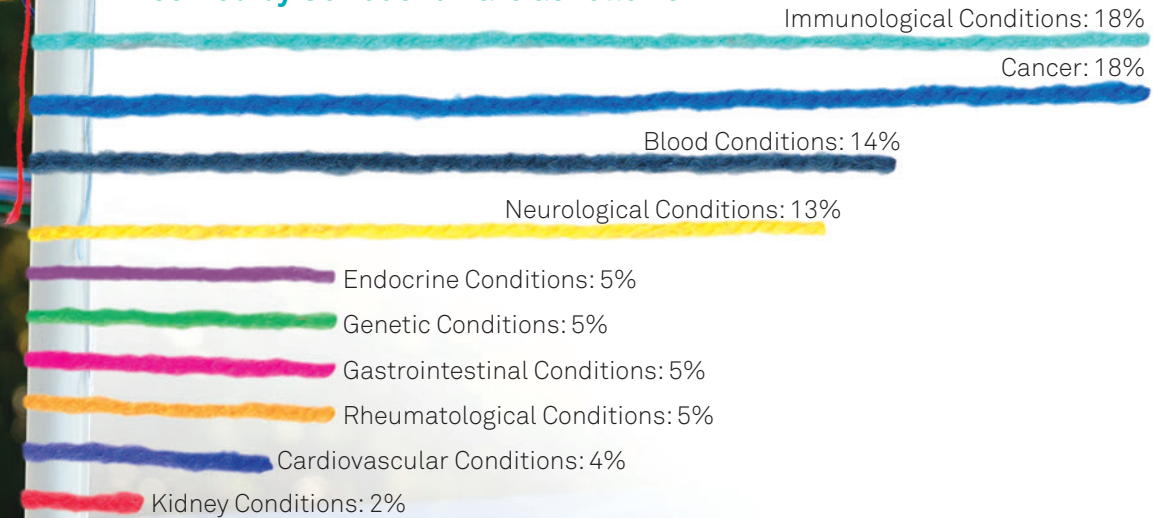
As I make the transition to Board Vice Chair, having served as Chair since 2013, I can say that I have never been more confident that this Network is transforming the lives of children with serious illnesses and their families—and I am excited for the wisdom, energy, and dedication that Maurice will bring in his new role as Chair. As a Board of Directors, we are 100% committed to continuing Paul's extraordinary legacy, supporting all of our campers and families in every way possible, and building on the outstanding and innovative work being carried out by our camps and programs around the world.

Don Gogel  
Vice Chair

*This list includes all individuals who served on the Board of Directors within the 2018 calendar year.*



In 2018, the 10 condition groups representing the largest populations served by SeriousFun are as follows:



## We Are Changing Lives: 2018 Impact

### Medical Conditions Served

**SeriousFun Children's Network is the leading community of medical specialty camps, serving children living with more than 50 different medical conditions, as well as many rare conditions.**

SeriousFun camps and programs served 13 new medical conditions in 2018, including Ehlers-Danlos syndrome, Neurofibromatosis, VACTERL, and Spinal Muscular Atrophy.

Each year, the camps and programs are working to offer the camp experience to even more children, expanding sessions to allow more participants and addressing the needs of children living with rare diseases, as well as those campers needing a higher level of care.



Double H Ranch, NY

**154,000+**  
experiences for children living with serious illnesses and their family members

**6,600** first-time campers attended a SeriousFun residential camp

**28,300+**  
volunteers supported camp programming, outreach, and fundraising

**1,185,000+**  
life-changing experiences for children and family members served since the first camp opened in 1988



The Painted Turtle, CA

## We Are Intentional: Leveraging Expertise

### Above All Else: Safe, Secure, And Well

Whether it's the first thing you see in a photo of a camper at play, the vibe you get at a camp event, or the word that jumps out at you in our name, SeriousFun camps are all about fun—the kind of self-esteem building, freedom-filled fun that makes our camps truly life-changing

for children who would otherwise be unable to attend a traditional camp. But the fun is only possible because of the high-quality medical care, vast expertise, state-of-the-art medical facilities, intentional programming, and constant commitment to health and safety.

*"We've had doctors who have volunteered there who say 'I will never be able to practice medicine the way I did before I came here because when I saw a kid coming through the door he was a patient—now he's a kid.'"*  
 — Paul Newman



Dave Nelson, MD, Interim Medical Director, The Hole in the Wall Gang Camp, and Wendy Cook, MD



### Dr. Wendy Cook: Taking Camp Medical Care Seriously

**Dr. Wendy Cook is a pediatrician, mom, cancer survivor, and pioneer—all wrapped into one. Dr. Wendy started as a SeriousFun cabin counselor, then served as a Unit Leader and Volunteer Camp Doctor while dreaming of practicing medicine year-round at a SeriousFun camp.**

Following a pediatric residency at Stanford University, Wendy realized that dream when she became the Founding Medical Director of The Painted Turtle, the SeriousFun camp in California, and had the opportunity to care for extraordinary children and their families. She established many of the systems, protocols, and safeguards that are still in place at The Painted Turtle, and shared throughout the Network, which ensure the health and safety of campers, siblings, families, and volunteers.

As the Network expanded, Wendy joined the SeriousFun Support Center team as Medical Advisor to help coordinate and guide the medical services of the entire global community of camps and programs. Wendy provides support to existing programs and is instrumental in the development of sound medical programs at emerging camps. She helps camps design medical centers, create staffing models, set up inventory, and develop medical policies and procedures to ensure that campers' needs are handled with the utmost safety and care.

Thirty years after she first stepped foot onto a SeriousFun camp, Wendy is just as committed to making our camps safe for children and families. "Medically, we care for children in a nurturing, child-friendly way so that campers have fun and feel a sense of belonging. On any given day, campers with diabetes have 'pump changing parties,' children living with hemophilia infuse their factor prophylaxis together around family-style tables, and children receive their hemodialysis while watching horse barn staff do rope tricks."



Self-infusion at Flying Horse Farms, OH



Camp Corey, WA

## Youth Impact Study Highlights Lasting Impact of SeriousFun Camps

Paul Newman always knew what a powerful impact a dose of camp could have on children. Having savored summers of independence, friendship, fun, and trying new things at camp himself, he endeavored to create a camp that would offer children living with life-limiting conditions a chance to explore and embrace the activities and enjoyment that was experienced by other kids, but often felt just out of their reach.

Now, 30 years after he opened that camp, the immediate impact of the SeriousFun camp experience is still as important as ever, but the lasting impact is

truly changing lives. In 2018, The American Camp Association (ACA) and the University of Utah worked with SeriousFun to carry out a Youth Impact Study to understand the long-term learning outcomes of the camp experience on children living with serious illnesses who attended a SeriousFun camp.

Alumni campers aged 18–25 from eight SeriousFun camps across the United States, Hungary, and Ireland experienced a number of beneficial outcomes from camp that they now consider useful in their daily, adult lives. The most prominent of those outcomes were appreciation for diversity, living in the moment, empathy and compassion, perseverance,

self-confidence, and self-identity. They also conveyed that they primarily learned these outcomes at camp, compared to other environments like home or school. For them, camp was a unique experience that allowed them to develop these outcomes in a supportive and encouraging environment.

Alumni campers also responded that the aspect of camp that most supported the development of these outcomes was the people. Camp leaders, staff, and volunteers were the people who created the environment in which campers could have these positive experiences and truly thrive.



SeriousFun staff and conference participants

## We Are Innovative: Building Capacity

### Development and Finance Conference

Held in Columbus, Ohio, in the fall of 2018, the SeriousFun Development and Finance Conference brought together those who are financially responsible for camps to share best practices, discuss current and Network trends, and learn from experts in their fields. CEOs, Directors of Development, and CFOs took part in large group discussions,

breakout sessions, roundtables, and a visit to Flying Horse Farms, the SeriousFun camp in Ohio, all with the aim of sharing knowledge and strengthening connections. The event was held in conjunction with The A&F Challenge, allowing camps to more efficiently use resources and attend both the conference and The A&F Challenge.

## Program Operations Conference

The 2018 Program Operations Conference was held in February in Orlando, Florida. The conference brought together program-focused staff, Executive Camp Directors, and CEOs from Member Camps to connect in person and learn through a variety of knowledge sharing activities. Participants discussed emerging topics such as diversity, equity, inclusion, and child protection; and addressed Network-wide challenges related to programming. The event was held in conjunction with the American Camp Association (ACA) National Conference, making efficient use of resources for camp staff and resulting in a more significant SeriousFun presence at the ACA conference.



Breakout session at the 2018 Program Conference



2018 SeriousFun Fellows



Participants on the last day of the conference

Keith O'Rourke  
from Barretstown  
visited The Hole in  
the Wall Gang Camp

László Kiss  
from Bátor Tabor

Paul Breen  
from Over the Wall  
visited Double H Ranch

Alexa Donner  
from Flying Horse Farms  
visited Camp Boggy Creek

Alexi Coppinger  
from The Painted Turtle  
visited Flying Horse Farms

Elena Giorgini  
from Dynamo Camp  
visited Barretstown

## 2018 Fellowship Peer Exchange

SeriousFun Children's Network offers a year-long professional development fellowship to six full-time staff from Member Camps in the Network. The cohort of Fellows, identified by their supervisors and selected through an application process, work and learn together through leadership development workshops, year-long projects, and peer mentorship, all while based at their home camp. The program included a mix of in-person and remote learning opportunities on topics such as project management, coaching and feedback,

program innovation, goal achievement, and problem solving. Each Fellow also had the opportunity to go on a peer exchange to visit another Network camp. The exchange provides the chance for each Fellow to see a different Network camp in action, leading to increased knowledge sharing between camps and individuals, and, in some cases, an opportunity for Fellows to meet their peer mentor in person. The peer exchange fosters connection and professional development for both the Fellow and the local camp team.



The Hole in the Wall Gang Camp, CT



The Hole in the Wall Gang Camp, CT

### Camps Celebrating Anniversaries in 2018



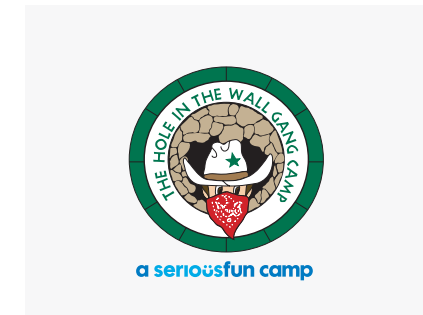
## We Are Family: Creating Connections

It all began with one thought: that every child, no matter their illness, deserves the chance to simply and freely be a kid. In 1988, that dream became a reality. Paul Newman founded The Hole in the Wall Gang Camp in Ashford, CT—welcoming kids who'd otherwise miss out on the transformational spirit and friendships that go hand-in-hand with camp.

And that camp is no ordinary place. It's a place where no child is defined by their illness or medical condition; where the impossible is made possible; where the question is never 'if' something can be done, but always 'how.'



10 Years!



30 Years!



That spirit launched a quiet movement and inspired the creation of a global network of 30 camps and programs. Thirty years later, the mission and experience still resonate just as deeply with kids, families, volunteers, and donors around the world. **Congratulations to The Hole in the Wall Gang Camp on 30 incredible years!**

## Niki's Story— As told by Niki's mom Eszter

Niki got cancer around her 5th birthday. It started with a fever, then suddenly she got bruises all over her body. I just thought she inherited that thin skin of mine. Then she had a fever again. She was so down. I'd never seen her like that before. I took Niki to see our family doctor and when she saw her, she immediately sent us to a children's clinic for an emergency blood test.

"You will have to stay for a while," they said. My husband went home to grab some clothes and other things for us, so I was alone when the doctors said Niki's blood count looks terrible.

"It's Leukemia, isn't it?" I asked.

"Probably, yes."

They sent us to another clinic where they treat children with oncological diseases. Niki had a bone marrow test there. That was when the doctors gave us the final diagnosis—it was Leukemia.

Our life changed completely. I was in the hospital with Niki 24/7. I could not work anymore. My husband and my parents were

taking care of our home. From time to time, I tried to go to my son's school celebrations, he needed me too. But the worst part was how the drugs changed Niki. She had always been shy and reserved, but the drugs made her depressed. She would lie on her bed, turned to the wall, for days—not saying a word. Fortunately though, Niki's type of Leukemia didn't require a transplant and she was steadily recovering. After seven months, we were able to leave the hospital behind. For others it might take a year. Or even more.

We were still in the hospital when we first heard about Bátor Tábör, the SeriousFun camp in Hungary. Other parents told us wonderful things about it. But my husband didn't want to go, he is just as shy as Niki, so a year passed without going there. The next year I put my foot down saying I knew we had to go. So, we did.

I cried a lot during those four days at camp. Those tears were cleansing me. This was the first time since Niki's illness when I felt a release, even happy.

Everybody is kind there, everybody smiles, and you don't feel worried anymore. Among families who went through the same as us we felt that, finally, someone understood us.

Today when I hear the music of the camp dance, I can't help it, I start to dance. Our family plays the games that we learned at camp and my children talk about it all the time. When my son's physical education teacher wanted to cut the Bátor Tábör bracelet off his wrist I had to go talk to her. "Look, I have it too. Our whole family has a bracelet like this. This bracelet means the world to us. You cannot cut it off!"



Niki and her family dressed up for Carnival at Family Camp

Niki and her brother rocking Bátor Tábör's 15th Anniversary Tees!

**"You know it really is sad what happened to us. But we still try to get the best out of it. We met so many wonderful people through Niki's illness, and so many good things happened to us. And without a doubt: the best of all of it is camp."**

— Eszter



Orlando Bloom welcomed guests in London while Boy George, Stephen Fry, and Hugh Laurie met backstage.



## Campers and Special Friends Take Center Stage

Camp found a place among the bright lights of New York and London once again in 2018! The annual SeriousFun galas brought supporters, partners, campers, and families together to celebrate three incredible decades of Paul Newman's vision—raising even more awareness and support to keep his legacy, and the impact of camp, growing for years to come. Among the talented guests to perform at the events were **Boy George, Kevin Bacon, Orlando Bloom, Jackson Browne, Morgan Freeman, Stephen Fry, Hugh Laurie, Liam Neeson, Natalie Pinkham**, and, of course, the SERIOUSFUN CAMPERS!

In addition to raising more than \$2.2 million to support SeriousFun camps and programs around the world, the 2018 galas proudly recognized the 10th anniversary of the SeriousFun Partner Programs. In New York, Baylor College of Medicine International Pediatric AIDS Initiative (BIPAI) at Texas Children's Hospital was honored for their dedication to providing transformative camp experiences to children living with HIV/AIDS in various parts of Africa over the last 14 years.

The stars of the 2018 London gala—the campers!



## SeriousFun and INDYCAR: A Partnership Built on a Legacy

Paul Newman once said there were two places he felt most at home—at camp and at the racetrack. As his daughter Clea, Ambassador for SeriousFun, tells it, that's because the people he met at camp and at the track were just like family—welcoming communities who wanted to support each other wholeheartedly.

In 2008, those two communities announced they would join together to create even more opportunities for children living with serious illnesses and their families. As an accomplished and respected driver and INDYCAR team owner himself, Paul was excited about the opportunity to rally the INDYCAR community in support of the camps around the world. Sadly, Paul passed away just a few months later, before the partnership had a chance to get off the ground.

In 2018, SeriousFun and INDYCAR rekindled the partnership and, at the INDYCAR Grand Prix in May, SeriousFun was announced as an Official Charity of INDYCAR.

### Some highlights of the first year of the INDYCAR partnership were:

- Campers and families were treated to VIP experiences at five INDYCAR races around the United States
- Clea Newman served as Grand Marshal of the Desert Diamond West Valley Casino Phoenix Grand Prix at ISM Raceway in Phoenix, AZ
- 2017 INDYCAR Champion Josef Newgarden visited The Hole in the Wall Gang Camp to learn more about the camp experience, and hosted a celebrity ping pong event which raised \$25,000 to support SeriousFun
- INDYCAR encouraged fan engagement at races and online through driver videos, online features, and social media, as well as a special edition Leave Your Legacy t-shirt featuring a vintage photo of Paul Newman



Start your engines: Campers and families got an insider look at the world of INDYCAR



Camp Rainbow, Bangalore, India

### 2018: Celebrating 10 Years of SeriousFun Partner Programs

It was 2001 when Paul Newman took a trip to Africa that would first inspire him in a way no one expected. Having witnessed the positive effects of camp on children living with serious illnesses in the U.S. and Europe, he asked the question “why not here?”

**Approximately seven years later, it was happening there.**

In countries where the medical and psychosocial needs of children living with HIV, and other illnesses, demand more than local resources can provide, SeriousFun Partner Programs meet the needs of children who have been marginalized by their condition.

By collaborating with highly respected local and international organizations who share SeriousFun’s vision and standards, children in Africa, Asia, and the Caribbean are experiencing the camp magic that helps them reclaim their childhoods, restore their hope, and renew their sense of possibility. And it is truly these partners that bring the programs to life. Our partners provide high-quality medical care and expertise, comprehensive professional training and support, and essential insights on the needs and priorities of the communities we serve—helping connect camp to the local culture which is critical to sustainability.

## seriousfun partner programs

Thanks to the endless dedication, knowledge, and support of our partners—more than 150,000 children have had the chance to learn, dance, explore, and imagine their way to a future they never thought could be theirs.



Camp Hope, Botswana: Staff training session



Camp Colors of Love, Vietnam



Camp Footprints, South Africa

## A Commitment to Camp

In 2018, SeriousFun's partner Baylor College of Medicine International Pediatric AIDS Initiative (BIPAI) at Texas Children's Hospital announced their renewed joint commitment to providing life-changing camp experiences and medical and psychosocial support to children living with or vulnerable to HIV/AIDS in Africa.

SeriousFun has had a presence in Africa since 2001, initially providing camp experiences to children in Botswana, Namibia, Malawi and South Africa. In 2004, BIPAI sent 60 children to the camp that was operating in Botswana, and by 2018, SeriousFun and BIPAI had partnered in five African countries (Uganda, Eswatini, Malawi, Tanzania and Botswana) to offer camp programs to vulnerable children in these areas.

"In partnership with SeriousFun Children's Network, we launched Camp Hope-Botswana in 2004 with the aim of replicating the incredible impact that both BIPAI and SeriousFun were

having with our respective programs in the U.S. and elsewhere around the world," said Michael B. Mizwa, chief operating officer and senior vice president, BIPAI. "We're so proud that today our camp programs serve hundreds of youth with HIV who are now thriving in large part because of the support they receive through this partnership. We look forward to working together for the next five years to continue to serve as many youths as possible and change lives."

The agreement signed between our two organizations emphasizes our continued collaboration to enhance residential camps, outreach activities, and capacity building programs, especially as they relate to education around HIV/AIDS, cancer, and other conditions. The camps provide children, adolescents, and their families with critical education, encourage positive attitudes toward treatment, and foster adherence to medication so they can remain healthy after their experience at camp.

Dr. Bathusi raising the roof at **Camp Hope, Botswana**



## 2018 SeriousFun Partner Programs Conference

The 2018 SeriousFun Partner Programs Conference was held in Hammanskraal, South Africa, in the fall of 2018. This conference, **celebrating the 10-year anniversary of the SeriousFun Partner Programs**, was a gathering of representatives from partner organizations throughout Africa and Asia.

The conference was focused around the theme of Partners in Excellence: Smarter, Stronger, Together, and included small group sessions, group presentations, and roundtable discussions. Seventy percent of the content was designed and facilitated by the participants, allowing the program teams to learn from one another.



**Thank you to all of the partners who made 2018 such a transformational year for children and communities throughout Asia, Africa, and the Caribbean:**

Access Health Africa	Good Shepherd Hospital
Action Service Hope for AIDS Foundation	Just Footprints Foundation
AIDS Healthcare Foundation-Eswatini	Meenakshi Mission Hospital and Research Centre
Baylor College of Medicine Children's Foundation-Malawi	New Hope for Cambodian Children
Baylor College of Medicine Children's Foundation-Swaziland	Reaching the Unreached
Baylor College of Medicine Children's Foundation-Tanzania	Sentebale
Baylor College of Medicine Children's Foundation-Uganda	Worldwide Orphans Foundation-Ethiopia
Botswana-Baylor Children's Clinical Centre of Excellence	Worldwide Orphans Foundation-Haiti
Elizabeth Glaser Pediatric AIDS Foundation-Eswatini	Worldwide Orphans Foundation-Vietnam
	Young Heroes
	Y.R. Gaitonde Centre for AIDS Research and Education

## Brenda's Story: The Gift of Camp for Lifetimes to Come

Before Paul Newman passed away, Brenda Eng sent him a letter to say “thank you.” While she’s surely not the only person to send him a letter of admiration or appreciation, she wasn’t necessarily the typical sender. Brenda was a pediatric oncology nurse, now an orthopedic nurse practitioner, who had never met Paul, but he had affected her life in a way she never could have imagined.

Brenda wanted to thank Paul for helping create the place where she would spend a week almost every summer since 1997: Barretstown, the SeriousFun camp in Ireland. Over the years, she became a true champion for camp because, as a dedicated volunteer, she knew firsthand the impact it had on children living with serious illnesses, their families, and her.

Brenda first heard of Barretstown from a friend, another nurse, who had volunteered there. As Brenda states, “I thought I’ll do one summer, but I got hooked. For me, it’s truly an epic journey from Seattle to Barretstown, one year it took me 24 hours door-to-door. But I really don’t care what it takes to get there. You get way more than you ever put in. The life lessons and the deep friendships, they are priceless. You can’t get them anywhere else. It’s as life-changing for volunteers as it is for children and families.”

Now, 22 summers later, having volunteered at Barretstown an unbelievable 15 times—and at Camp Korey, the SeriousFun camp in Washington, seven times—Brenda has made another decision that will help ensure she will be part of Barretstown and SeriousFun forever.

Brenda chose to make SeriousFun the beneficiary of her life insurance policy and one of her retirement funds. For her, she said it just made sense. “I mean if you think about it this way, long after the time you and I are on this planet, and we can’t take any of it with us, how meaningful is it that we can ensure this magic lives on? There’s going to come a point that I can’t go to camp but there is peace of mind in planning ahead to ensure something so meaningful and significant can continue long past when we are gone. A big piece of my heart is always with these kids.”

And although Brenda didn’t receive a direct response to her letter from Paul Newman, she believes in her heart that it got to him and he knew what an important part of her life camp had become. They do, after all, share the same birthday.

## In *Í* Lano

*far, far away, of fantasy and fairytales, somewhere between heaven and earth, there is a place where children are children and forget, for a while, they have a serious, life-threatening illness. They say this place is magical. I say it is the alchemy of the children who come and the people who make up this village that makes up the magic. As the Irish say, ‘slán abhaile’—till our paths cross again. I will take a few specks of magical fairy dust with me in the form of lasting memories and friendships. Anne Frank once said, “one does not become poor by giving.” I am blessed and privileged to be part of this, and so much unspeakably richer for these moments of magic, of laughter, dancing, singing, and chattering every language.*

Written by Brenda Eng following her 12th trip to Barretstown, the SeriousFun camp in Ireland, in 2015



For more information on how you can support SeriousFun camps and programs for years to come, contact Julia Harris, Director of Donor Relations: [jharris@seriousfunnetwork.org](mailto:jharris@seriousfunnetwork.org) or 203.571.0694

Brenda and seven dwarves at Barretstown, Ireland





Victory Junction, NC

## We Are Responsible: 2018 FINANCIALS (January 1, 2018 – December 31, 2018)

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 and honor the intent of our donors.

### Support & Revenue

	2018	2017
<b>Support</b>		
Contributions & Special Events	\$12,801,721	\$14,280,558
Contributions-In-Kind	\$1,227,939	\$1,309,793
Total Support	\$14,029,660	\$15,590,351
<b>Revenue</b>		
Dividend, Interest Income	\$179,506	\$106,887
Gains & Losses on Investments	-\$266,435	\$137,219
Total Revenue	-\$86,929	\$244,106
<b>Total Support &amp; Revenue</b>	<b>\$13,942,731</b>	<b>\$15,834,457</b>

The difference in year-over-year contributions and expenditures on program services was anticipated and was the result of the completion of a ~\$2 million donor funded project in 2017.

\* \$1,227,939 of contribution-in-kind expenses (donated t-shirts, games, and craft items) were included in overall program expenses.

\*\* 4,623,298 of net assets is restricted to programs; \$1,006,634 is the value of an \$1,100,000 endowment from which the income will support campers and counsellorships.

### Expenses

	2018	2017
<b>Program Services</b>		
Program	\$8,959,741	\$10,905,019
Contribution-In-Kind Expenses*	\$1,227,939	\$1,309,793
Total Program Services	\$10,187,680	\$12,214,812
<b>Support Services</b>		
General Administrative	\$596,611	\$596,545
Development	\$1,799,439	\$1,572,192
Total Support Services	\$2,396,050	\$2,168,737
<b>Total Expenses</b>	<b>\$12,583,730</b>	<b>\$14,383,549</b>
Gain (Loss) on Foreign Currency	-\$19,763	\$85,362
<b>Total Change in Net Assets</b>	<b>\$1,339,238</b>	<b>\$1,536,270</b>
<b>Net Assets at beginning of FY</b>		
<b>2018</b>	<b>\$9,739,575</b>	<b>\$8,203,305</b>
<b>2017</b>		
<b>End Net Assets**</b>	<b>\$11,078,813</b>	<b>\$9,739,575</b>



Solaputi Kids' Camp, Japan

### Thanks A Million!

To all of our partners, donors, staff, volunteers, families, campers, and friends—you mean the world to us! Everything you do to support our mission, spread the word, and not only sustain, but advance, the work of our camps and programs is vital. We are forever grateful and look forward to celebrating millions more experiences together!

### 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 2018.**

**Abercrombie & Fitch Co.**

A&F | a&f | gileshier



### 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 monthly commitment to camps and kids!**

- |                             |                            |
|-----------------------------|----------------------------|
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Paul Newman on one of his many visits to The Hole in the Wall Gang Camp, CT

## We Are Lucky: Thank You Donors!

“I wanted, I think, to acknowledge luck; the chance of it, the benevolence of it in my life, and the brutality of it in the lives of others, made especially savage for children because they may not be allowed the good fortune of a lifetime to correct it.” – Paul Newman

### The Power of Luck

Paul Newman’s belief in the power of luck has always played a special role in the history and work of SeriousFun. It is the simple idea that being lucky, in whichever way you may find yourself lucky, is something to be grateful for, and it serves as a constant reminder that those who can do a little good in the world, should.

The commitment and generosity shown by all of our donors makes all of us at SeriousFun feel very lucky. By choosing to open your heart to kids and families all around the world who need a little luck themselves, you are truly making the world a better place.

#### \$4,500,000+

Newman's Own Inc. and Newman's Own Foundation

*Including corporate and foundation grants, as well as Community Partners Program grants made on the recommendation of Lori DiBiase, John Frascotti, John E. Marshall III, Lissy Newman, Clea Newman Soderlund, Serena Porcari, and Joanne Woodward.*

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

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#### \$200,000+

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#### \$75,000+

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Those donors signified with an asterisk (\*) are members of the Campfire Circle, SeriousFun's annual giving society for individuals who make cumulative gifts of \$1,000 or more to the annual fund.

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## We Are Paul's Legacy

There will always be children and families who need a dose of camp magic to help them remember that anything is possible, no matter the circumstance. Please consider helping us make camp possible for generations to come.

A planned gift to SeriousFun through your will, trust, or other financial planning tool will ensure that a child tomorrow, or a family years from now, will benefit from camp. It's a powerful and meaningful opportunity.

We would be pleased to provide you further information about the opportunity to make a planned gift in support of SeriousFun.

### To learn more, please visit:

[seriousfunnetwork.org/  
plannedgiving](https://seriousfunnetwork.org/plannedgiving)  
or contact Julia Harris at  
[jharris@seriousfunnetwork.org](mailto:jharris@seriousfunnetwork.org)  
or call 203.571.0694





**SeriousFun Children's  
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228 Saugatuck Avenue  
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**[seriousfunnetwork.org](http://seriousfunnetwork.org)**  
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