



seriousfunSM
children's network
founded by paul newman

**20
24**
**ANNUAL
REPORT**

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WELCOME Letter

Dear Friends,

In 2024, SeriousFun achieved something extraordinary: **we surpassed providing 2 million transformative camp experiences** through our camps and programs for children living with serious illnesses and their families, from over 50 countries - always at no cost to them.

These powerful experiences are opportunities for children participating in our programs to move beyond the perceived limitations of their medical condition, to discover joy, independence, and a true sense of belonging, and find hope for the future — all in a medically safe environment that allows unique growth and self-discovery.

Two million camp experiences is a benchmark that wouldn't be possible without the selfless dedication of thousands of volunteers, medical professionals, staff, partners, and supporters like you who give their hearts, expertise, and resources to SeriousFun's mission. We are immensely grateful.

This year, we're introducing something new in our Annual Report: highlights that show, at a glance, how SeriousFun supports our 30 camps and programs across four continents. These aren't just numbers. They represent the concrete ways your generosity makes camps stronger, safer, and more impactful for children and families. From bringing camp leaders together across countries to setting new quality standards, each highlight reflects progress we've made—together with you—toward ensuring every child can experience the joy and belonging of camp.

The 2.1 million experiences we've achieved together for campers and family members is not a finish line. It's a foundation on which to grow. In the years ahead, we will continue to build on it, bringing joy, possibility, and hope for the future to even more children and families.

With deep gratitude,



John Frascotti
Chair, Board of Directors



Blake Maher
Chief Executive Officer



2024 Financials

This information reflects the financial statement for total support and revenue for SeriousFun Children's Network, as well as total program and support services provided to camps and programs throughout the Network. As a result of the generous ongoing support provided by Newman's Own Foundation and our network of dedicated partners and donors, as well as our persistent focus on efficient and responsible use of resources, we are able to provide valuable program and support services to our Network, while honoring the intentions of our donors.

| | 2024 | 2023 |
|------------------------------------------------|---------------------|---------------------|
| Support | | |
| Contributions and special events (net) | \$14,647,018 | \$15,902,795 |
| In-kind contributions ¹ | \$1,046,648 | \$645,978 |
| Total Support | \$15,693,666 | \$16,548,773 |
| Revenue | | |
| Dividend, interest and other investment income | \$635,983 | \$587,906 |
| Gains/(loss) on investments | \$572,959 | \$459,790 |
| Gains/(loss) on foreign currency | (\$623) | (\$9,726) |
| Total Revenue | \$1,208,319 | \$1,037,970 |
| Total Support & Revenue | \$16,901,985 | \$17,586,743 |
| Program Services | | |
| Program | \$14,006,744 | \$14,829,817 |
| In-kind expenses ¹ | \$1,046,648 | \$645,978 |
| Total Program Services | \$15,053,392 | \$15,475,795 |
| Support Services | | |
| General Administrative | \$1,227,919 | \$888,201 |
| Development | \$1,002,473 | \$750,983 |
| Total Support Services | \$2,230,392 | \$1,639,184 |
| Total Expenses | \$17,283,784 | \$17,114,979 |
| Total Change in Net Assets | (\$381,799) | \$471,764 |
| Beginning Net Assets | \$15,928,938 | \$15,457,174 |
| Ending Net Assets² | \$15,547,139 | \$15,928,938 |

Notes:

1. In-kind contributions (and matching in-kind expenses) include donated camper and staff t-shirts, as well as other camp and related supplies.
2. \$3,139,300 of the total 2024 year-end net assets contain donor-imposed restrictions. Of that amount, \$1,100,000 contain permanent donor restrictions, whereby those resources are meant to be maintained in perpetuity. The remainder of net assets do not contain donor restrictions.

BY THE Numbers

Every number represents a child, a family, or a volunteer whose life was touched by SeriousFun in 2024. These figures capture the scale of experiences delivered across our 30 global camps and programs and the wide range of medical conditions served. Together, they show the reach of a global community committed to joy, belonging, and possibility.

CAMP Experiences

MORE THAN
2,100,000

Camp Experiences have been provided for children and families since 1988

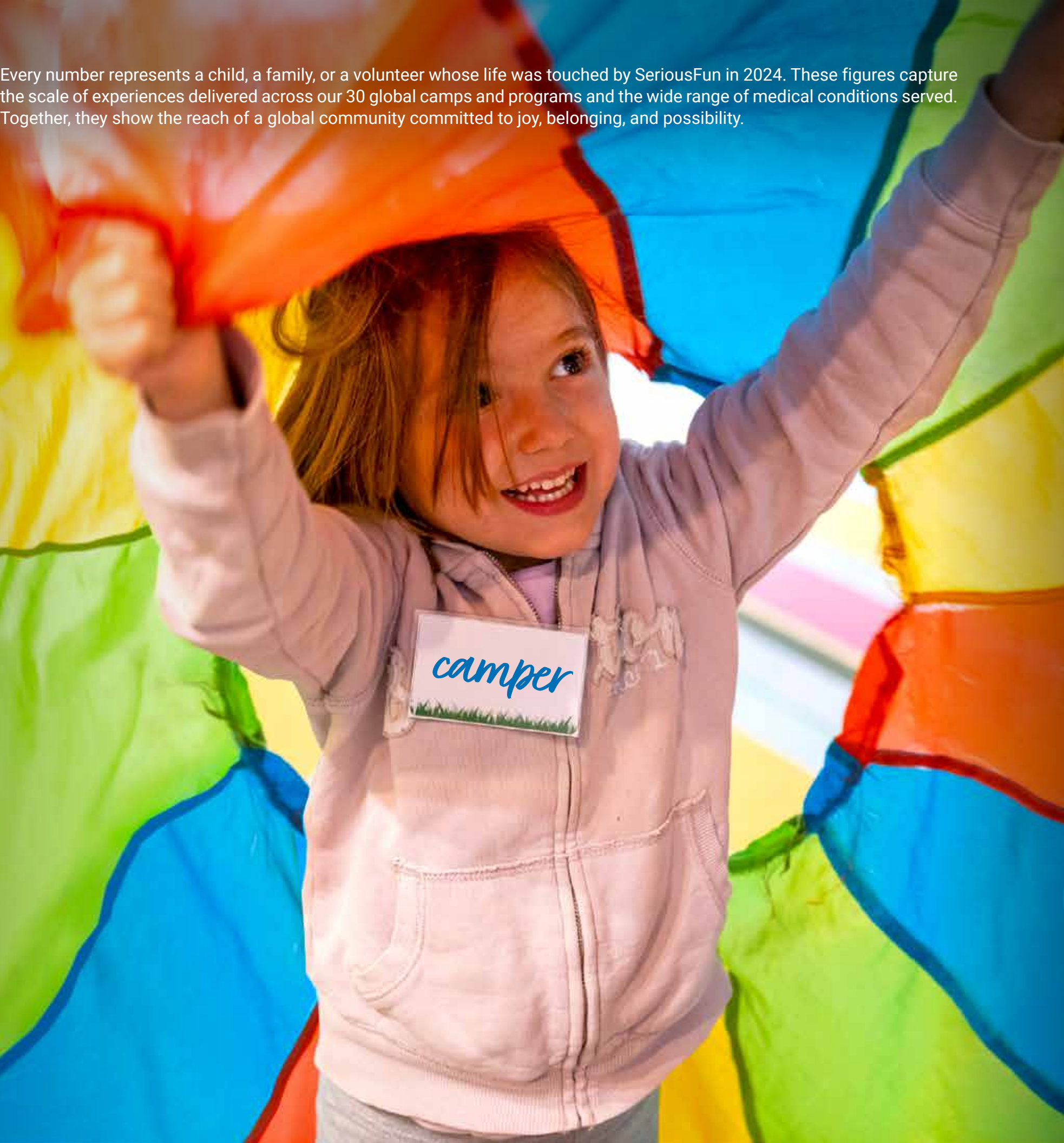
168,000*
Camp Experiences were provided in 2024

MEDICAL Conditions

Types of Medical Conditions served in 2024

| | |
|-----|----------------------------|
| 18% | BLOOD DISORDERS |
| 17% | CANCER |
| 10% | IMMUNOLOGICAL DISORDERS |
| 3% | NEUROLOGICAL DISORDERS |
| 2% | RHEUMATOLOGIC DISORDERS |
| 2% | ENDOCRINE DISORDERS |
| 2% | CARDIAC DISORDERS |
| 1% | GASTROINTESTINAL DISORDERS |
| 45% | OTHER PRIMARY CONDITIONS |

*Estimated number necessitated by transition to new capture system



POWERING CAMP *Impact*

Thanks to your generosity, SeriousFun powers 30 camps and programs worldwide, helping each deliver the safe, high-quality experiences grounded in medical excellence that we are known for. Your support fuels collaboration and sharing best practices, nurturing inspirational leaders, advancing medical excellence, providing essential funding, and expanding new and existing programs so more children and families can experience the life-changing power of camp. The numbers that follow show just how far your support goes in creating joy, resilience, and hope across SeriousFun camps and programs around the globe.

\$15M+ INVESTED IN GLOBAL NETWORK GROWTH

\$6.1M+
NETWORK CAPACITY
FUNDING

\$8.9M+
GRANTS & FINANCIAL
SUPPORT

FOSTERING
COLLABORATION &
LEARNING, DRIVING
IMPACT

243

Professional development trainings,
peer-to-peer collaboration calls,
and network gatherings

ENGAGING
VOLUNTEERS,
Expanding
POSSIBILITY

4,000

Volunteer and Camper
Family Outreach Connections

NURTURING
LEADERS,
SECURING *The*
FUTURE

680

Hours of Leadership Fellows
professional development

8

Leadership Fellows

REACHING
NEW PLACES,
Creating MORE
EXPERIENCES

7

New program locations

1,000+

New camp experiences created

RAISING
THE BAR
FOR **CAMP**
Experiences

6

Camps piloted Program Quality
Assessment

11

Multi-camp
research projects

6

Peer reviewed
journal articles

MEDICAL
EXCELLENCE,
Empowering
SERIOUSFUN

192

Medical consults with camps

35

Medical education
and training
programs

9

Camps trained
in Mental Health
First Aid

IMPACT Highlights

Behind the numbers are the programs and people that make them possible. These highlights take a closer look at how we invested in 2024 to ensure every Member Camp delivers the transformative experiences that will help us reach our next two million milestone.

FOSTERING COLLABORATION & LEARNING, DRIVING IMPACT

Among the 243 professional development trainings, peer-to-peer collaboration calls, and network gatherings SeriousFun led this year, one standout was the **Creating More Joy SeriousFun Gathering** in July. The event brought together 59 global professionals from 16 Member Camps and Partner Programs, including camp staff, interpreters, a visual facilitator, staff from SeriousFun and guest experts for a multi-day exchange of ideas, creativity, and connection. Together, we explored how camps can reach more children, attract supporters, and move beyond pre-pandemic limits. Attendees left with fresh strategies, stronger cross-camp relationships, and a renewed belief in what's possible when we unite our passion and purpose to create more joy for children living with serious illnesses everywhere.

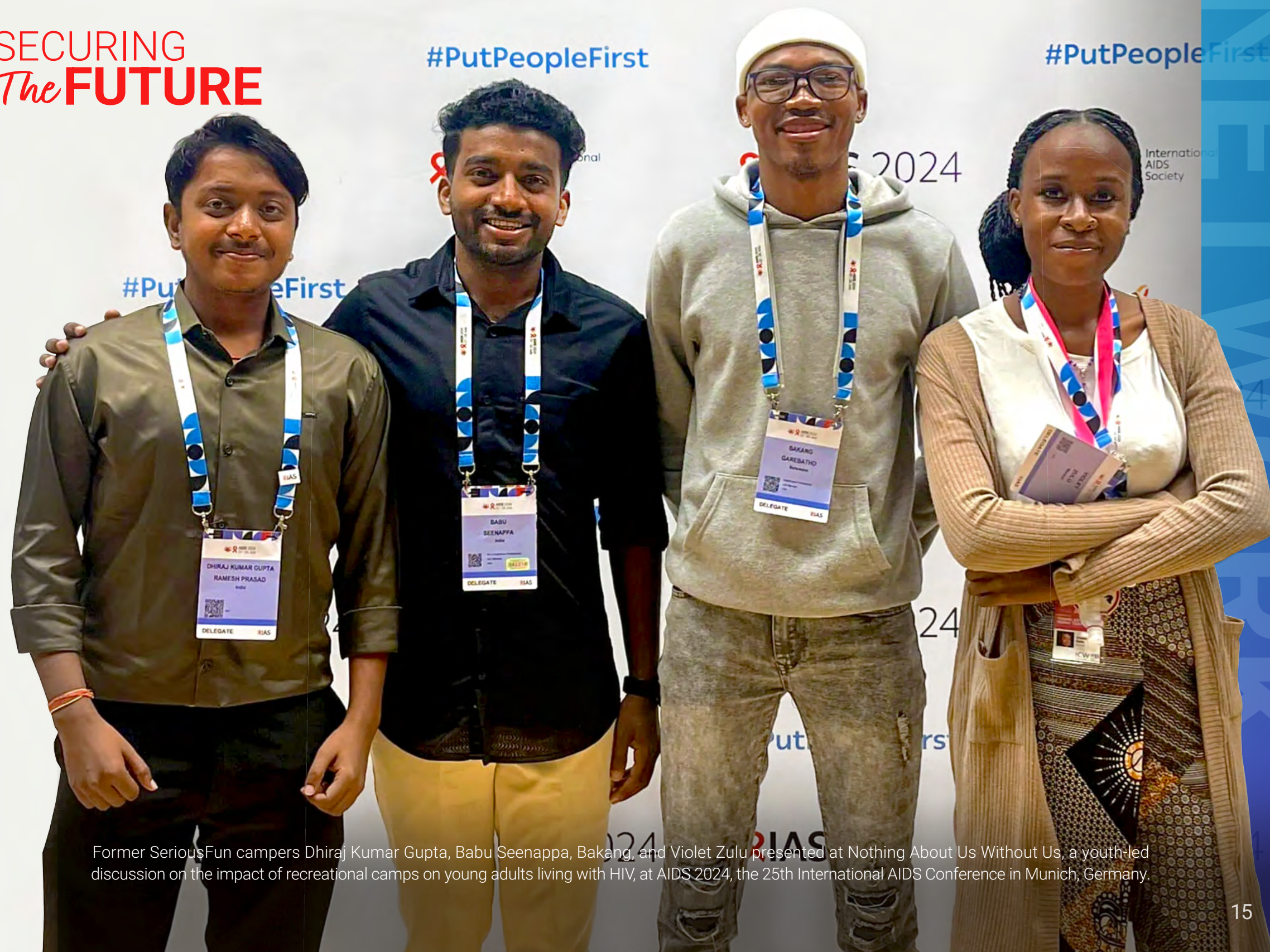
Another highlight of our education and training efforts this year was a virtual **Inclusive Camp Environment** training series, made possible by Rite Aid Healthy Futures. Designed to help camps enable every camper to feel supported, engaged, and fully included, the six-session series was attended by more than 620 participants from 21 camps in 13 countries, translated into multiple languages, and 73% of participants reported increased knowledge and confidence.



NURTURING LEADERS SECURING The FUTURE

In 2024, SeriousFun dedicated **680 hours of professional development** to **8 Leadership Fellows** who will expand our impact and help ensure safe, inclusive, and joyful camp experiences worldwide. Through mentorship, training, and collaboration across the Network, these Fellows strengthened their leadership skills and built lasting connections to support camps for years to come.

Leadership also shone on the global stage. At the **25th International AIDS Conference** in July, SeriousFun collaborated with longtime Camp Rainbow partner, ASHA Foundation, to lead a youth-driven conversation on the impact of camp for young people living with HIV. Former campers from India, Malawi, and Botswana spoke before thousands of global health leaders about how camp transformed their confidence, resilience, and sense of belonging. Their stories demonstrated that SeriousFun camps are not only recreational spaces but vital parts of holistic care, where young people with serious illnesses can be seen as leaders with strength and agency. This experience was a valuable opportunity for SeriousFun to elevate youth voice, collaborate with our global partners, and be present as the international medical community affirmed the role of camp in advancing inclusive, community-based models of care.



Former SeriousFun campers Dhiraj Kumar Gupta, Babu Seenappa, Bakang, and Violet Zulu presented at Nothing About Us Without Us, a youth-led discussion on the impact of recreational camps on young adults living with HIV, at AIDS 2024, the 25th International AIDS Conference in Munich, Germany.

RAISING THE BAR FOR CAMP *Experiences*

Raising the bar at camp means building on what SeriousFun is known for: creating safe, supportive environments where children with serious illnesses can thrive. In 2024, this work included **11 multi-camp research projects** and **6 peer-reviewed articles** advancing knowledge on positive childhood experiences, program models, palliative care, staff wellness, and HIV treatment adherence. SeriousFun also piloted a **Program Quality Assessment** with **6 camps** and introduced a new Inclusivity Monitoring and Evaluation Toolkit.

The Program Quality Assessment was designed to help ensure that every child, family, and volunteer can rely on the same exceptional care and experience by giving camps clear insights into camper experiences such as emotional safety, support, and interactivity. SeriousFun then offers camps follow-up coaching to strengthen these areas. Feedback by participating camps was overwhelmingly positive, and the assessment will expand to include more camps and program types in 2025.

Another highlight this year was an Inclusivity Monitoring and Evaluation Toolkit, developed by SeriousFun Research Director Dr. Ann Gillard and Dr. Allison Dymnicki of Abt Global to help camp teams embed inclusive practices

across program delivery. These efforts strengthen standards for safety, support, and inclusivity, ensuring that children and families everywhere experience the full promise of SeriousFun camps and programs.



IMPACT Highlights

MEDICAL EXCELLENCE, *Empowering* SERIOUS FUN

Caring for SeriousFun campers goes beyond medical safety. It also means paying close attention to their mental and emotional well-being, a priority SeriousFun advanced in 2024. In addition to offering support to camps, including **192 call-in medical consults** and **35 education and training programs**, we built upon grant support and developed a new framework to help camps assess and expand their practices.

Continuing into its second year, the **Camp Mental Wellness & Health Grants Program**, supported by Abercrombie & Fitch Co., is already helping transform how camps approach mental wellness. In 2024, eight new grants were awarded, giving young adults practical ways to stay connected with support year-round, strengthening resources for caregivers and staff, and embedding sustainable wellness strategies into everyday programming.

Another exciting step forward in 2024 was the introduction of a **Mental Wellness & Health Framework**, designed by Chief Medical Officer Dr. Laura Blaisdell to guide camps in evaluating readiness and expanding emotionally supportive practices across all programs.



SeriousFun Senior Manager, Individual Giving, Aline Kara displays her MHFA certification.

In 2024, SeriousFun Nursing Advisor and Certified Mental Health First Aid (MHFA) Instructor, Emo Castle, BS, RN, led trainings for staff at **9 Member Camps** and the SeriousFun Support Center. This evidence-based, early intervention training equips adults who work with youth to recognize and respond to signs of anxiety, depression, eating disorders, substance use, and other mental health challenges.



IMPACT Highlights

REACHING NEW PLACES, *Creating* MORE EXPERIENCES

In 2024, SeriousFun expanded our global reach to **7 new regions across Africa and India** while also piloting new program formats with our Program Partners resulting in **more than 1,000 new camp experiences** for children living with serious illnesses and their families.

Camps in Uganda, Tanzania, Malawi, Botswana, and Eswatini welcomed participants traveling long distances from rural districts, including groups who journeyed more than 600 kilometers to attend. In Eswatini, Sivivane Camp introduced its first-ever family camp. In India, Camp Rainbow (Chennai) hosted its first camper session in Guntur, Andhra Pradesh, while Camp Rainbow (Bangalore) welcomed participants from North Karnataka.

Through these efforts, SeriousFun opened the door for even more children and families to experience the same joy, community, and possibility that connect us as a global Network.



IMPACT Highlights



ENGAGING VOLUNTEERS, *Expanding* POSSIBILITY

This year, with support from a grant from Takeda, SeriousFun launched a digital volunteer recruitment and awareness campaign that directed nearly **4,000 potential volunteers** and camper families to our Member Camp websites. Through a strategic mix of targeted social media and Google search advertising, our message reached **over one million individuals** who matched volunteer and family engagement criteria. It also marked a strategic step toward strengthening camp operations by connecting the right people to the opportunities that bring camp to life.

An unexpected surprise was that former campers and families began leaving heartfelt testimonials under our paid volunteer ads. Their authentic voices amplified the campaign in ways no strategy could have planned, underscoring the lasting impact of camp and the deep enthusiasm of our community.



LEAVING STIGMA *Behind*

TO ADVOCATE FOR HIV POSITIVE YOUTH AROUND THE WORLD



When Violet arrived at Camp Hope Malawi, a camp to which she was introduced through a Baylor-sponsored teen program at her treatment center, she carried more than her HIV diagnosis: she carried the weight of stigma and the isolation that came with it. At camp, she discovered something transformative: a community that treated her as more than her condition, and a place where talking about HIV was ordinary, not something to hide. Like so many campers, Violet was able to grow beyond shame and embrace self-acceptance.

Today, thanks to her experiences as both camper and counselor at Baylor-sponsored SeriousFun camp programs, Violet is driven by a passion “to create a world where youth living with HIV can flourish.” As she nears the completion of her BSc in Public Health at Lake Malawi Anglican University, she remains resolute in her dedication to amplifying the voices and empowering the lives of young people living with HIV.

For Violet, camp was more than a moment. It was a spark. And she's carrying it forward, turning lived experience into leadership and helping others step into the light.

[CLICK TO HEAR VIOLET SHARE WHAT CAMP MEANS TO HER](#)



FROM CAMP **VICTORY JUNCTION** TO *Victory* AT THE **ESPY'S**

Wheelchair basketball has always been one of Hannah's greatest passions. At Victory Junction, it also became a doorway to belonging, confidence, and being seen for her talents, not her Spina Bifida diagnosis.



At camp, Hannah discovered something powerful: a community that saw her first as an athlete, a leader, and a friend. "To spend a week without being asked what's wrong... that's powerful," she reflected. These transformative words echo similar sentiments we've heard from campers around the world. In that space, Hannah's wheelchair didn't define her; her dedication, confidence, and sheer joy did.

Today, Hannah is a shining ambassador for inclusion and possibility. Honored at the 2024 ESPYs with the Billie Jean King Youth Leadership Award, she's been recognized for launching wheelchair basketball camps and clinics through Sportable, and for spreading an inspiring message through her "See It, Be It" campaign which champions visibility and ambition for youth with disabilities.

Camp didn't just boost Hannah's confidence; it changed her vision for what's possible. "Victory Junction opened all the doors for me," she shared, explaining how it convinced her and her family that she could go to college, live independently, and lead. Today, she's already mentoring others and dreaming bigger than ever before.

[CLICK TO SEE HANNAH IN ACTION](#)



IMPACT Partners

CAUSE MARKETING & Awareness

Raising funds and visibility through products, campaigns, and media.

2024 HIGHLIGHT



Longtime SeriousFun supporter and INDYCAR & INDY 500 Champion, Josef Newgarden, launched a new children's book, Josef's BIG Dream: An INDY 500 Story, and donated a portion of the proceeds to SeriousFun Children's Network.

ABERCROMBIE & FITCH

A&F Co.

The annual A&F Challenge concert once again combined music, community, and purpose, raising vital funds and awareness for SeriousFun's mission.

HASBRO



Featured SeriousFun as their official charity partner at MagicCon Netherlands, providing sponsorship, a limited-edition game collectible, and proceeds from merchandise sales.

TONIGHT DOUGH



Jimmy Fallon and Ben & Jerry's continued their partnership through The Tonight Dough Starring Jimmy Fallon ice cream, with proceeds benefiting SeriousFun Children's Network.

JIMMY FALLON & ALEX MILL

P'JIMMIES

ALEX MILL

Partnered on the P'Jimmies holiday collection, donating proceeds to support SeriousFun Children's Network.

EMPLOYEE ENGAGEMENT & Volunteerism

Mobilizing teams and networks to serve at camp, and beyond.

2024 HIGHLIGHT



Phi Kappa Tau strengthened their long tradition of service by launching a student-led SeriousFun Volunteer Club at the University of Kentucky to foster campus-wide awareness of SeriousFun Children's Network and prepare peers for volunteering at camps.

ABERCROMBIE & FITCH

A&F Co.

Continued the global A&F Co. Camp Counselor Program, sending 50 to 100 volunteers to SeriousFun camps each year and encouraging employees to participate by offering one week of paid time off (PTO).

DELTA ZETA

DELTA ZETA

Continued to promote volunteering at SeriousFun camps as a key charitable initiative across chapters.

MEDICAL SOLUTIONS

Medical Solutions

Provided recruitment and salary support for specialized nurses to travel to SeriousFun camps across the U.S., helping ensure medically safe environments that allowed campers to "just be kids."

SYNCHRONY

synchrony

Once again hosted the annual "Doubles Dive" polar plunge and fundraiser, matching employee donations 3:1.

PROGRAM & GRANT Support

Sustaining and expanding programs that reach children living with serious illnesses and their families worldwide.

2024 HIGHLIGHT

A&F Co.

Provided grant funding that expanded mental health and wellness programs to campers, families, caregivers, staff, and volunteers.

TAKEDA PHARMACEUTICAL



Supported the growth of family camp programs at all 30 camps, helping parents, caregivers, and siblings share in the camp experience.

RITE AID HEALTHY FUTURES

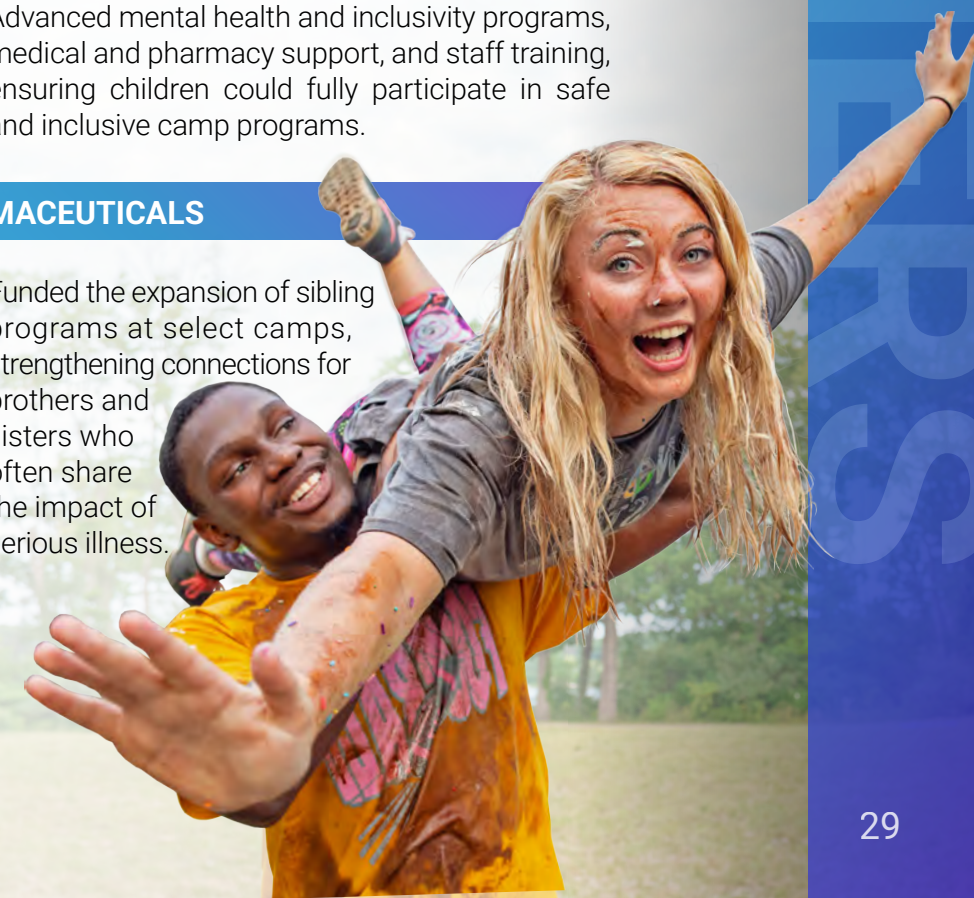


Advanced mental health and inclusivity programs, medical and pharmacy support, and staff training, ensuring children could fully participate in safe and inclusive camp programs.

VERTEX PHARMACEUTICALS



Funded the expansion of sibling programs at select camps, strengthening connections for brothers and sisters who often share the impact of serious illness.



DONOR Appreciation

SeriousFun Children’s Network is made possible through the generosity of our friends, supporters, and partners who share a commitment to making the world more welcoming and supportive of children living with serious illnesses. We are honored to recognize and thank the following individuals and organizations for their generous support in 2024.

\$3,500,000+

Newman’s Own Foundation

\$2,500,000+

Abercrombie & Fitch Co.

\$1,500,000+

Anonymous
Takeda Pharmaceutical

\$1,000,000+

Rite Aid Healthy Futures

\$850,000+

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Jimmy Fallon

\$700,000+

The Vertex Foundation, Inc.

\$400,000+

Medical Solutions

\$250,000+

Synchrony

\$200,000+

Hasbro, Inc.

\$150,000+

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Georgia Wall Gogel and Don Gogel
The Theodore J. Forstmann Charitable Trust
Virginia B. Toulmin Foundation
Wheels in the Woods Foundation

\$125,000+

Clea Newman Soderlund and Kurt Soderlund

\$100,000+

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Anne Heraty
Phi Kappa Tau Fraternity & Foundation
Resonance Philanthropies

\$75,000+

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\$50,000+

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\$40,000+

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David and Francie Horvitz Family Foundation
Shelley and Jonathan Isaacson
The Marc Haas Foundation / Sydney and Stanley S. Shuman

\$20,000+

Michael Koenigs and Alison Kenworthy

\$15,000+

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Bass Pro Shops and Cabela’s Outdoor Fund
BHB Foundation
Fran Horowitz and Michael Bonadies
The Lonergan Family
Tim and Shana Rose

\$10,000+

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Maurice and Pauline Pratt
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S&P Global
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The Walt Disney Company Foundation
Shawn and Charlie Walton

\$7,500+

Anonymous
Hazel Dell Foundation

\$5,000+

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Betty McManus
Kruti Mehta
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Nadia and Cameron Read
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Ultra Pro International, LLC.
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\$2,500+

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Phi Kappa Tau, Zeta Pi Chapter, Boston University
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RDM Foundation
Pamela Tolbert and Steven Carver
Total Mortgage Community Foundation
Susan Weatherley Family Charitable Fund
Wefox
Brian Wenzel

\$1,500+

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Blake Maher
Patricia Mosconi
Priya Narang
Phi Kappa Tau, Alpha Tau Chapter, Cornell University
Phi Kappa Tau, Beta Gamma Chapter, University of Idaho
Mark Schuster
Lisa and Stephen Schwartz
Elizabeth and Anthony Werley

\$1,000+

Anonymous (6)
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William Christensen
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Debra and Douglas Wayne
Carol and Kenneth Weiser
Ellen Zane

** We gratefully acknowledge donors who passed away in 2024 and 2025.*

GIFTS & Support

SeriousFun Children's Network gratefully acknowledges the heartfelt contributions made in honor and in memory of loved ones and other special individuals. These generous gifts ensure that the legacy of those you cherish continues to bring hope and happiness to children living with serious illnesses and their families. Thank you for your heartfelt support.

IN HONOR OF

Susanne Anderson
AJ Aufgang
Justin Baumert
Frances Beasley
Gracie Beasley
Jamie Beasley
Jesse Beasley
Bill Crow
Margie DeVane
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IN MEMORY OF

Patricia Bartle
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Florence Klitsner
Robert Koach

Margaret P. Noonan
Dacey Holt O'Connor
Liz Robbins
Paul Scanlan

Correen See
Iris Weinberg
Chelsea Wheeler
David Wolman

IN-KIND SUPPORT

SeriousFun is deeply grateful to the following companies for the in-kind products, services, resources, and expertise donated in 2024.



A&F Co.



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