



SeriousFun Children's Network

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annual report 2011

seriousfunSM
children's network
founded by paul newman



mission

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



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this is serious we've changed our name

It all started with a remarkably simple idea from our founder Paul Newman, who wanted to create a place where children with serious illnesses could in his words “kick back and raise a little hell.”

A place where anything was possible and dreams were free to soar.

That idea turned out to have powerful results, sparking inspiration around the world, from the U.S., to Europe, to Asia, Africa and most recently, South America. In order to recognize this important growth, The Association of Hole in the Wall Camps has become SeriousFun Children's Network, a name that reflects Paul Newman's passionate belief in the power of taking fun seriously.

SeriousFun Children's Network is a \$50 million organization, comprised of 28 camps and programs around the world. This growing global community receives critical services from its Support Center in Westport, Connecticut in order to ensure program excellence, create awareness for the camps worldwide and foster the continued growth of the Network as

a whole. Our new name is one that celebrates Paul Newman's vision and allows us to continue to share his legacy with a new generation of campers, families and supporters.

While our name has changed, the names of all our independently managed and financed camps around the world will remain the same, including the Network's original member, The Hole in the Wall Gang Camp.

Together, all of our incredible camps and programs are working towards a common purpose – to serve more children with serious illnesses around the world, always free of charge.



dear friends,

It's been an incredibly exciting year for our global community of camps and programs as our Network continued to grow and reach new milestones around the world. The most exciting news, as you noticed from the cover, is that our organization has changed its name from The Association of Hole in the Wall Camps to SeriousFun Children's Network. We announced our new name in front of friends and supporters at our April 2nd Gala, *A Celebration of Paul Newman's Dream*, in New York City.

This new name reflects our founder Paul Newman's passionate belief that taking fun seriously can make a positive difference in the lives of children with serious illness and their families.

In the pages ahead, you will see the exciting evolution of our camps and programs and the incredible, life-changing work happening around the world, from California to Cambodia.

We invite you to learn more about our name change, our mission, and our growing Network of 28 camps and programs around the world by visiting our new website at www.seriousfunnetwork.org. Without the support of friends and partners like you, this incredible work would not be possible.

warm regards,

Richard D. Segal
Chairman of the Board



John C. Read
President & CEO



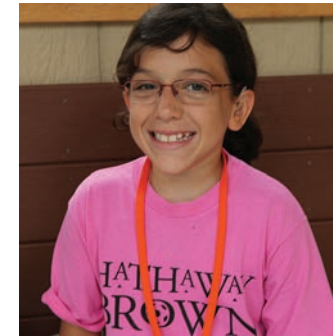
serious outcomes

An ongoing study conducted by the Yale School of Medicine that began in 2010 has surveyed and interviewed hundreds of SeriousFun campers and their parents. Results to date give scientific support to what our staff around the world have seen, heard, and known for years. Our camps do more than just give kids a great week, they have a lasting impact. By creating a place and a time where kids can connect with each other and with carefully trained and caring adults, SeriousFun camps encourage and enable kids to reach beyond the barriers of their illnesses to make important connections that foster resilience and support their growth in the face of challenge...restore their hope for the future...renew their spirit of childhood...and regain their sense of possibility. It's not just fun. It's SeriousFun! This study will expand this summer to include all of the camps in the SeriousFun Children's Network.

Being at camp and seeing our patients enjoying their time here has had a huge impact on us. Usually we see our patients in an exam room for 20 minutes or in the ICU not looking so well for a few days. Here we saw them soaring down the zip line! We saw one of our patients stand up from her wheel chair and dance with joy after lunch. We saw kiddos in costumes loving every minute. Camp has renewed our practice and the value of what we do every day.

Lia Gore, MD and Molly Hemenway, NP
Medical Volunteers
Roundup River Ranch, Colorado

meet camper natalia



If you don't know Natalia Pozuelo, she may at first come off as shy. But spend a few minutes with her and she completely transforms: she's funny, loves to laugh (a lot), and has a contagious zest for life.

She's also a fighter.

Just three months after she was born, Natalia began coughing and sneezing. As she got older, she started falling while walking, developed a heart murmur, and couldn't swim.

By age 6, Natalia had been diagnosed with Hurler-Scheie Syndrome, a rare genetic disorder that causes an enzyme deficiency and negatively affects all organs. Her parents, Ana and Leo, authorized long weekly treatments to replace the enzyme, but doctors soon discovered the treatments were becoming ineffective.

That's when Natalia's family turned to Duke Hospital in North Carolina.

"They told us we had three choices," Ana said: "Do nothing, continue with enzyme replacement therapy, or try bone marrow transplant." In October 2008, Natalia's brother, Carlos, donated his bone marrow for a successful transplant. A few months later, while she was recovering at the Cleveland Clinic, Natalia heard about Flying Horse Farms. Dr. Jerry Boyle asked her, "How would you like to go to camp? It's not ready yet, but when it is, maybe you can go."

Antsy from years of treatment and months of recovery away from school and friends, Natalia lit up like a firework.

She came to camp for the first time in July 2011. Ever since, Flying Horse Farms has been a major blessing to the Pozuelo family. "She goes there and has fun," Ana says. "It's that simple."

Natalia also shares a special bond with her camp friends, who all talked about their illnesses one night.

"That was extremely important," says Ana. "Natalia goes to a regular school and really can't talk to her friends about her medical condition or what she's going through. For her, going to camp and talking with other girls is very therapeutic." Natalia's illness is steady for now, and camp lets her be her normal, fun-loving self. It gets her away from home, away from doctor's offices, and immersed in life.

"It's a happy place," Ana says about Flying Horse Farms. "Natalia can choose what she wants to do without being questioned." Natalia has already completed her application for this summer and can't wait to return for more singing, fun, and making mustaches from colorful pipe cleaners.

She goes there and has fun, it's that simple.

Ana, *Mother*
Flying Horse Farms, Ohio

2011 highlights



51,514

children and families experienced
some SeriousFun in 2011

32,223

children served in 2011
including 11,162 campers
2,813 through Global Partnership Programs
18,248 through Outreach Programs



253,794

children served since 1988

107,219

volunteers cared for campers
and families since 1988

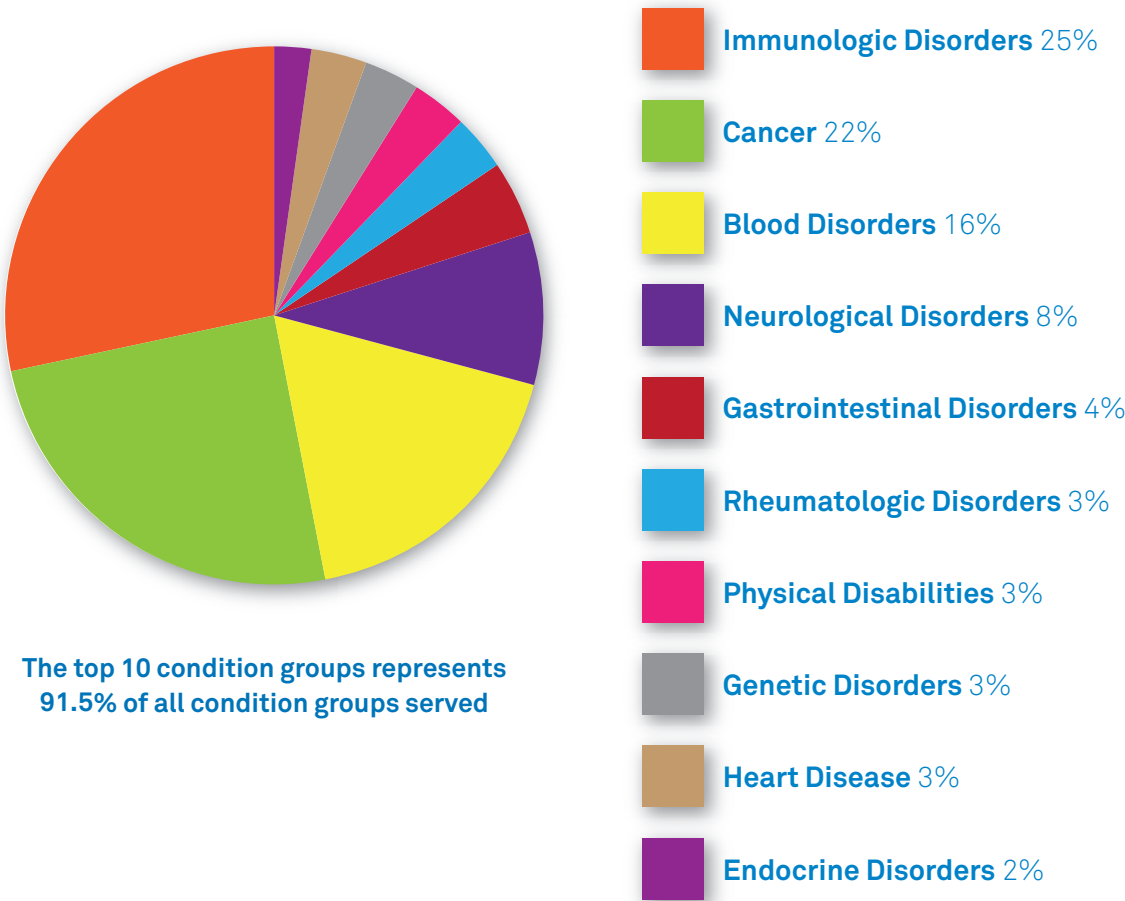


384,728

total people served since 1988

medical statistics

Medical conditions served at camps and programs around the world



The top 10 condition groups represents
91.5% of all condition groups served

seriousfun across the globe

SeriousFun Children's Network spans the globe with a growing community of innovative camps and programs. Since 1988, our Network has touched the lives of children from more than 50 countries.

17 camps

Europe

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

Middle East

- Israel – Jordan River Village

North America

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

Africa

- South Africa – Just Footprints *

Asia

- Japan – Solaputi Kids' Camp *

11 global partnership programs

South America

- Paraguay – Campamento Tapé Jerovía

Asia

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

Africa

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

**Future location*



meet camper ralphi



Ralphi Johnson was born in 1995 to a world of complications and had his first operation when he was just a few hours old. Growing up, Ralphi endured more pain and suffering, but met every challenge with a smile. At 16, Ralphi spends 12 hours a day connected to a machine. Ralphi has had his stomach moved up into his chest cavity to enable connection to his feeding tube. Amongst other complications, he suffers from severe voice and swallowing difficulties and Chronic Respiratory Disease. Every day is a challenge and Ralphi requires regular therapy, hospital checks and constant medication.

Fortunately, Ralphi's mother, Debby, heard about Over The Wall, a camp that serves children with serious illnesses. After attending camp for two seasons, Ralphi's mother has seen him blossom as he

was able to participate in a variety of camp activities. "He's more resilient, motivated and accepting of his illness," said his mother Debby. "Despite his illness, he takes on every day with a spring in his step and is ready to take on the world. Ralphi makes everyone around him see that a smile costs nothing."

For Ralphi, camp has been life-changing. "Over The Wall Camp has helped me to achieve things I could never do before," said Ralphi. "At camp, I feel like I don't stand out as different and I was able to take part in all the activities, even the ones I'd usually be excluded from because I was too unwell."

"I now know that other people are in the same position as me and they listen without criticizing or judging me. I feel very happy and safe at camp."

At camp, I feel like I don't stand out as different and I was able to take part in all the activities, even the ones I'd usually be excluded from because I was too unwell.

Ralphi Johnson
Camper
Over The Wall, UK

support center

The camps and programs that make up SeriousFun Children's Network receive critical support services to help them positively impact the lives of children and families facing serious illness. Our Support Center in Westport, Connecticut raises awareness of the Network's global mission and fundraises in support of our programs around the world. In addition, we foster the responsible development of new camps, administer a peer review process to ensure high standards of programmatic and medical quality are met, and encourage the sharing of ideas across the Network.

2011 accomplishments

- Supported three camps as they began serving children onsite for the first time.
- Welcomed three new full member camps into the Network.
- Seven camps went through the criteria process, a set of standards developed by the Network. These standards ensure that all member camps operate at the highest level of safety and mission-focused excellence.
- Sponsored staff members to take a Peer Visit from their camp to another camp in the Network, where they learned new skills and gathered ideas to bring back and enhance their own program.
- Hosted face-to-face and web conferences serving camp staff, building professional skills through training and camp quality through notable practice sharing.
- Expended over \$2.5 million in support of camps and programs around the world.



global

partnership program

The Global Partnership Program works in close collaboration with international and local organizations to serve children with serious illnesses in Africa, Asia and South America. The goal of the program is to reach children in places where resources are often not available for camps throughout the year.

Global Partnership Programs are locally designed, culturally appropriate programs that excite, inspire, and empower children to regain a sense of optimism, possibility, and hope.

inspiring camper stories

Campamento Tapé Jerovía Tobati, Paraguay

There is true power in taking fun seriously, and one of our campers from Campamento Tapé Jerovía in Paraguay is a great example of this. Before coming to camp, this young boy had recently undergone a brain operation, which left him unable to move his right arm. But one day at camp, during an impromptu dance at the camp carnival, he stunned everyone by lifting both arms for the first time since his operation. It was a truly incredible moment that uplifted everyone around him, including the medical staff on site.

Camp Colors of Love Hanoi, Vietnam

Camp is special for every camper, and for Linh it seemed extra special. On the way to camp, Linh was having an extremely difficult time adjusting to being away from her comforts of home. She was shy at first, and during the first few days, she wasn't quite sure what camp was all about. But as Linh began to see the caring counselors and happy campers all around her, she soon warmed up to the fun and love surrounding her. On one of the last days of camp, she opened up her arms and exclaimed, "I love it here!"

mission

- To educate, motivate, and empower children living with HIV and AIDS and other life-threatening conditions to become productive citizens.
- To help campers rekindle their spirit of joy and curiosity.
- To teach campers how to make informed decisions.
- To immerse campers in a supportive community with exemplary role models.

impact

- To date, the Global Partnership Program has served more than 5,600 children and trained more than 1,375 local staff members.
- There are currently 11 Global Partnership Programs, including 5 programs in Africa, 5 programs in Asia, and one program in South America.
- The Paraguay program, launched in 2011, was the first Global Partnership Program to serve children with cancer.



seriousfun children's network

2011 financials

December 1 – November 31

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

Support and Revenue	2011	2010
Support		
Contributions & Special Events	\$4,709,979	\$8,636,794
Contributions In-kind	\$0	\$69,181
Total Support	\$4,709,979	\$8,705,975
Revenue		
Dividend, Interest Income	\$436,256	\$332,214
Gains and Losses on Investments	(\$236,995)	\$244,594
Other Income	\$1,424	\$6,000
Total Revenue	\$200,685	\$582,808
Total Support and Revenue	\$4,910,664	\$9,288,783
EXPENSES		
Program Services		
New Camps and Programs	\$1,284,761	\$919,357
Existing Camps	\$4,977,752	\$5,043,033
Total Program Services	\$6,262,513	\$5,962,390
Support Services		
General Administrative	\$1,535,918	\$937,053
Development	\$779,022	\$641,181
Total Support Services	\$2,314,940	\$1,578,234
Total Expenses	\$8,577,453	\$7,540,624
Net Assets at beginning of FY	\$25,046,707	\$23,298,548
Ending Net Assets	\$21,379,918*	\$25,046,707

*\$16,903,952 of this is currently restricted for programs

The difference in year-over-year contributions results from one-time single and multi-year pledges received in 2010 and the absence of a Gala event in 2011.

major challenge grant program

The Major Challenge Grant Program awards grants of up to \$1 million to our member camps. The priority objective of the program is to build organizational and financial capacity and sustainability at our camps by guiding and incentivizing strategic fundraising.

“The program was very positive. I can’t say enough positive things about it. We were at a standstill and the challenge grant is helping us a great deal.” — **Camp Board member**

“This is a very positive forward-thinking initiative. Financial substantiability is more important now than ever. Each camp needs to grow and develop and this can’t happen without a solid funding base.” — **Camp CEO**

camps have used grants to

- Enhance fundraising campaigns and corporate and foundation fundraising
- Launch regional fundraising, build annual donor groups, and develop outreach programs
- Hire development expertise
- Implement fundraising software
- Host fundraising and cultivation events
- Develop strategic plans
- Redesign camp websites and social media pages

success stories

- In 2011, Camp Korey exceeded its corporate and foundation fundraising goals by 80%
- Double H Ranch leveraged their grant to help complete their endowment campaign, raising \$2.4 million
- Flying Horse Farms leveraged the grant to exceed their \$1.7 million individual fundraising goal



our donors

This list recognizes donors who made financial contributions totaling \$500 or more between January 1, 2011 and December 31, 2011, funding support services provided to the Network's camps and programs.

\$1,000,000+

Costco Wholesale
David and Francie Horvitz Family Foundation, Inc.
Newman's Own Foundation

\$500,000+

Hasbro Children's Fund
The Hole in the Wall Gang Fund

\$100,000+

The Finkelstein Foundation, Inc.
Michaels Stores
Wyndham Worldwide Charitable Foundation

\$50,000+

Campbell Lutyens
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\$10,000+

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\$1,000+

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We apologize for any exclusions or inaccuracies that may have occurred in acknowledging our generous donors and supporters. Please contact us at 203.562.1203 so that we can make corrections for future publications.

A special **thank you**
to all of our donors who
supported our April 2011
Beyond the Yellow Brick Road
event featuring Elton John,
held in conjunction with
AIND/Giant Steps, CT.



a serious celebration

our gala

On April 2, 2012, we announced our new name during our Gala *A Celebration of Paul Newman's Dream*, which took place at Avery Fisher Hall, Lincoln Center in New York City. Nearly 3,000 friends and supporters attended the gala, which featured an all-star cast, including appearances and performances by Paul Simon, Elvis Costello, Josh Groban, Trisha Yearwood, Jimmy Fallon, Tina Fey, Jake Gyllenhaal and NaTasha Yvette Williams. The show also featured incredible campers from all 14 SeriousFun camps! Thanks to the generous support of so many individuals and corporate partners that evening, we were able to raise over \$2.5 million in support of our camps and programs around the world. We will formally acknowledge donors in our 2012 Annual Report.

our board

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leadership team

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The journey home will be different from the one up! Plenty of memories and laughs, we are much closer. It is good for our family as a unit. It helps to know you're not alone.

Gallagher Smith Family
Dublin
Barretstown Family



It was a gamble when we started in Connecticut, and I never thought it would go beyond that, but, it's astonishing – the camps have a life of their own .

Paul Newman
Founder