seriousfun℠ children's network
founded by paul newman

2021

ANNUAL Report

TABLE OF *contents*

SECTION

1 WELCOME LETTER

2 2021 FINANCIALS

3 2021 BY THE NUMBERS

4 NEW OUTCOMES STUDY: The lasting impact of SeriousFun camps

5 THE FAMILY WE CREATE

6 SIBLING BONDING AT THE STABLE: Kaden, Henry, and Lainey's story

7 THE FAMILY EFFECT AT DYNAMO CAMP

8 BROTHERS AND SISTERS IN SERIOUSFUN

9 PARTNER PROGRAMS BREAK NEW GROUND

SECTION

10 A VIRTUAL LINK TO A COMMUNITY OF HOPE:: L.M.'s story

11 NETWORK EXCELLENCE LED BY MEDICAL EXPERTISE

12 THE WERLEY FAMILY: A family approach to giving

13 P.L. NEWMAN LEGACY CIRCLE

14 IN-KIND SUPPORT

15 THANK YOU DONORS

16 2021 BOARD OF DIRECTORS

17 CAMP & PROGRAM LOCATIONS

WELCOME *letter*

Dear Friends,

As we reflect on another unprecedented year, there is one word that captures the source of the strength and resolve that powered our network, camps, and programs: family.

The SeriousFun family transcends language and location to enhance each other's lives. We genuinely care about working together, embracing our diverse experiences and cultures to support children living with more 100 different serious medical conditions around the world. Staff and volunteers, physicians and nurses, partners and donors, caregivers and loved ones — we're all a part of a family of support and encouragement.

Throughout the past year, our belief and understanding that a child with a serious medical condition needs the opportunity to feel a sense of belonging and acceptance in who they are — and how this can be as vital to their healing, development, and outlook as any other element of their life – was continually reinforced. Take the first-ever family weekend program for children living with cancer and their families at our Partner Program in Malawi. Amongst the isolation and uncertainty these campers often face, this program offered psychosocial support, greater comprehension of their medical condition, increased confidence in their own abilities, and trusted support from the adults around them.

This last year, we were so pleased to share proof of just how much your generosity, and the commitment of our entire network, is making a long-term and life-changing impact on campers' lives. The results of a first-of-its-kind study showed us that years after the unforgettable time spent at a SeriousFun camp, our alumni credit camp with helping them attain a variety of lasting outcomes they use in their daily adult lives, such as self-identity, appreciation for diversity, willingness to try new things, and medical-related self-care. And while we've always known that there is so much more to SeriousFun than a week of silly fun, this conclusive data allows us to communicate to the world that it's not "magic" that happens at camp, but real and lasting impact achieved through support, connection, and inclusion.

Finally, as we reflect not only on 2021 but on what we have been able to achieve together since Paul Newman opened the first SeriousFun camp in 1988, it is clear that your support is not only the reason the SeriousFun mission exists and thrives, but it is, in essence, the true meaning of "paying it forward." Know that every moment you volunteer, gift you give, and message of support you offer allows our campers and families to go out into the world with the encouragement, optimism, and confidence to believe that they, as you have, can change the world.

We're so immensely grateful to have you as part of our SeriousFun family.

Sincerely,

MAURICE PRATT
Chair, Board of Directors
SeriousFun Children's Network

BLAKE MAHER
CEO
SeriousFun Children's Network

2021 *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.

	2021	2020
Support		
Contributions and special events (net)	$12,775,803	$12,334,218
In-kind contributions[1]	$694,586	$1,399,570
Total Support	$13,470,389	$13,733,788
Revenue		
Dividend, interest and other investment income	$97,015	$172,016
Gains/(loss) on investments	$297,220	$397,705
Gains/(loss) on foreign currency	($7,065)	$23,151
Other grant revenue[2]	$703,280	$703,200
Total Revenue	$1,090,450	$1,296,072
Total Support & Revenue	**$14,560,839**	**$15,029,860**
Program Services		
Program	$9,370,736	$9,449,144
In-kind expenses[1]	$694,586	$1,399,570
Total Program Services	$10,065,322	$10,848,714
Support Services		
General Administrative	$947,661	$704,061
Development	$1,264,663	$1,562,194
Total Suppport Services	$2,212,324	$2,266,255
Total Expenses	**$12,277,646**	**$13,114,969**
Total Change in Net Assets	**$2,283,193**	**$1,914,891**
Beginning Net Assets	**$14,169,729**	**$12,254,838**
Ending Net Assets[3]	**$16,452,922**	**$14,169,729**

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. Like many organizations, we qualified for and received U.S. Paycheck Protection Program loans in both 2020 and 2021 as part of the federal government's COVID-19 economic relief initiatives. We used the funds entirely for their eligible purposes, and our loans were forgiven and converted to grants.
3. $4,874,955 of the total 2021 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.

2021 *by the numbers*

EXPERIENCES

93,800 CAMPER EXPERIENCES

8,200 SIBLING EXPERIENCES

24,900 PARENT/CAREGIVER EXPERIENCES

OVER 130,000 CAMP EXPERIENCES were provided at SeriousFun camps & programs in **2021**

57,000 IN-PERSON EXPERIENCES (Residential and In-Person Outreach) **93% INCREASE OVER 2020**

73,000 ALTERNATE PROGRAMMING EXPERIENCES (Virtual & Camp-Kits, Etc.) **27% INCREASE OVER 2020**

+49% TOTAL EXPERIENCES 2020-2021 CHANGE

OVER 1,560,000 CAMP EXPERIENCES have been provided for children and families since **1988**

MEDICAL CONDITIONS

+24% TOTAL MEDICAL CONDITIONS served 2020-2021 CHANGE

139 DIFFERENT MEDICAL CONDITIONS served by SeriousFun camps and programs in 2021 including 40 newly served rare diseases

TOP 10 MEDICAL CONDITION GROUPS IN 2021:

19%	NEUROLOGICAL DISORDERS	IMMUNOLOGICAL DISORDERS	15%
12%	CANCER	GENETIC DISORDERS	9%
8%	BLOOD DISORDERS	ENDOCRINE DISORDERS	8%
6%	GASTROINTESTINAL DISORDERS	CARDIAC DISORDERS	5%
4%	PULMONARY DISEASE	RHEUMATOLOGIC DISORDERS	3%

89% Percentage of total served in 2021

LASTING IMPACT

2,245 ALUMNI CAMPERS aged 17-30, representing all 16 SeriousFun Member Camps, surveyed in the first ever **Lasting Impacts of Camp Study** in partnership with the American Institutes of Research

CAPACITY BUILDING

MORE THAN 2,000 VIRTUAL EVENTS & LEARNING EXPERIENCES supporting camp, program, and Network staff around the world

VOLUNTEERS

OVER 11,400 VOLUNTEERS supported camp programming, outreach, and fundraising in 2021

LANGUAGE ACCESSIBILITY

OVER 45 DIFFERENT LANGUAGES SPOKEN BY CAMPERS including Arabic, Bengali, Czech, German, Luganda, Spanish, Swahili, Tamil, Twi, and Vietnamese

NEW OUTCOMES STUDY:
the lasting impact of SeriousFun camps

Even one week participating in a SeriousFun camp or program can change the life and future of a child living with a serious medical condition.

Every one of us who is a part of the SeriousFun family knows that. What we did not have, until now, was the data to substantiate all the incredible benefits the SeriousFun camp experience can have for campers in the long run.

In 2021, a first-of-its-kind study, led by Dr. Ann Gillard, SeriousFun Director of Research, in collaboration with the American Institutes for Research, examined the influence and lasting impact of residential camp participation for alumni campers of SeriousFun camps around the world. The study surveyed more than 2,200 SeriousFun alumni ages 17-30 from all 16 Member Camps in eight countries. Alumni shared invaluable insights on the personal, social, and health-related quality of life outcomes they attribute to their time at a SeriousFun camp.

- More than 80% of alumni reported that their SeriousFun camp experience played a role in the development of lasting traits and qualities which they use in their everyday adolescent and adult lives. These include: **willingness to try new things, appreciation of diversity, self-identity, empathy and compassion, self-confidence, perseverance, and friendship skills.**

- More than 2/3 of campers believed camp influenced their **health, including their health-related quality of life, medical self-advocacy, and medical-related self-care.**

- The specific camp elements that were most important to their SeriousFun experience were **feeling accepted and not judged, feeling a sense of freedom, feeling a sense of possibility, and trying new things.**

These, along with the rest of the findings, are evidence for the need for camps and programs that serve children with serious illnesses. As a global network united in our mission, we are overjoyed that these findings definitively convey the transformative power of SeriousFun camps and programs around the world.

It is profoundly heartening to consider that, ever since the first SeriousFun camp opened in 1988, camps and programs have had lasting and positive impacts on the children and families that participate in them. Every bit of support generously given by donors and volunteers translates to real, lasting change.

We are grateful to share this knowledge as we work to keep providing even more opportunities to make camp truly life-changing for as many children as we can.

THE FAMILY *we create*

Even with the breadth of differences amongst the families of children with serious medical conditions we serve, they share many experiences and challenges — whether it be a need for a respite from everyday demands or the desire to, once again, have unbridled fun together. Our families understand each other.

I'm constantly awestruck how SeriousFun camps, no matter where they are, offer a universal language of hopeful support that speaks to these familial needs. Always mindful of the makeup and wide cultural contexts of our families, we're committed to providing each of them with a safe community. A community focused on fostering connection between family members and other families who understand their challenges. A community offering an opportunity for the demands of medical illness to fade into the background so all family members can enjoy some all-important time to bond with each other and together.

I am a firm believer in the power of family, however that family is made up, and I am so grateful to all our camps and programs for building on my father's vision. Together they have built SeriousFun into the leading family of medical specialty camps in the world, serving the needs of children living with more than 100 medical conditions. I know Pop would be so proud!

I hope every one of our campers and families knows, the SeriousFun family is always, unwaveringly, here for theirs and it's an honor.

Clea Newman Soderlund
Ambassador, SeriousFun Children's Network

SIBLING BONDING AT THE STABLE: *Kaden, Henry, and Lainey's story*

> "What we love the most about coming to Victory Junction is the ability for all of my children to participate at their level. It's something that all of my children can do together."
>
> - Cindy Ehlers

Anyone who has attended a SeriousFun camp can attest to the way that it offers unique opportunities to create profound bonds. These bonds can form between individual campers, families who have never met before, and even siblings who don't usually get to spend as much time together as they would like. For siblings Kaden, Henry, and Lainey, horseback riding at Victory Junction, the SeriousFun camp in North Carolina, was that opportunity.

Cindy and Patte, the children's moms, first brought the trio to Victory Junction in 2015. Over the course of one family weekend, 19-year-old Kaden got a gold medal for archery, 11-year-old Lainey made a memory box in arts and crafts that she still keeps treasures in, and 13-year-old Henry rode a horse for the first time. Many family weekends later, the siblings have developed an affinity for horseback riding following Henry's first go and his moms credit that joint activity as a powerful conduit through which her children have grown closer and closer.

Through riding, Cindy and Patte have observed a newfound confidence and a willingness to try new things in all three of their children: Kaden, who has undergone multiple spinal surgeries; Henry, who is on the autism spectrum; and typically-developing Lainey. The three-hour drive to Victory Junction is a small price that the family is happy to pay for experiences that have enabled all three siblings to overcome fears and see each other as kids who like to have fun. It's because of Victory Junction staff's meticulous efforts to make it possible for Kaden, Henry, and Lainey to each participate in their hobby together that the brothers and sister are now able to see beyond their medical conditions. The kids' moms say those efforts provide an invaluable gift for the family to unwind and connect with each other in meaningful ways.

Cindy says, "Victory Junction is a place you can go to have fun with your kids and where everything has already been considered. The entire facility is set up to support all sorts of different abilities. There truly are no barriers. The staff are the best on earth. They do everything to make sure the experience is the absolute best it can be for every single person."

THE FAMILY EFFECT *at Dynamo Camp*

Kids with a wide range of conditions come to Dynamo Camp, the SeriousFun camp in Italy, and their families each have unique takeaways on the impact that they observe in the campers and in themselves. For Simona, whose brother Francesco attends camp, Dynamo offered the first opportunity to get to know other families like hers. The time Simona spent at camp with Francesco welcomed her to a community that helped her overcome a loneliness she felt as the sibling of a child with a serious illness.

Sylvia, a mother of three girls, one of whom is a Dynamo camper, says camp provides psychological and practical support to families that is especially crucial during a pandemic. To Sylvia and her kids, that support has enabled them to feel a sense of normality that gives them newfound hope. “At Dynamo, I learned that anything is possible, that there is a world in which we, too, can fit. A place where people around us make us feel completely normal, without having to justify every move. I know it will never be easy,” Silvia says, “but Dynamo has taught me that we can do it.”

At Dynamo Camp, Stefano and Lara Mattavi felt, for the first time, not like parents struggling to help their children deal with the realities of a serious illness, but simply parents. It was at camp that the pair were first able to see all of their children playing without a care for their medical conditions.

Even with thousands of campers having spent time at Dynamo Camp, the far-reaching and profound impacts that camp experiences have on campers and their families still manage to wow the doctors and staff whose hard work behind-the-scenes makes the transformative power of camp a reality. To them, the “family effect” is just as remarkable as the one that they see campers themselves experiencing. As families witness their loved ones in a new context, it can change the way that they too see the world around them.

> “I suddenly found myself together with families who shared similar difficulties and this gave me so much strength to face life.”
>
> - Simona, camper & sibling, Dynamo Camp

BROTHERS & SISTERS in SeriousFun

> "You don't understand camp until you experience it yourself."

- Mike Bufano, Phi Kappa Tau, Co-chair of the SeriousFun Young Executives Board

Anyone who has ever had a volunteer experience at a SeriousFun camp comes away a different person than when they arrived. Regardless of when or why they submitted that first volunteer application, it is not long before they realize that camp has become a part of them — something they carry with them wherever they go. Some of these volunteers develop a passion for sharing the magic of camp with their communities. Delta Zeta and Phi Kappa Tau are two Greek-letter organizations whose members have partnered with SeriousFun camps for this and, in doing so, have fostered a shared future united by Paul Newman's founding vision.

PHI KAPPA TAU

"At camp, you get to see how the barriers that kids with serious illnesses face can be broken down and everything can be reimagined. Being in an environment where they are no longer the only kid that has a health consideration can make all the difference for them."

Mike Bufano has always been involved with youth-serving organizations so, after joining the Phi Kappa Tau fraternity at Cornell University, joining a large-scale SeriousFun camp labor project with his brothers felt like a natural extension of what he enjoyed. Even with his prior experience, however, Mike felt deeply changed by his first week at a SeriousFun camp, enough so that he felt a calling to invite as many others as he could to volunteer alongside him. Through his fraternity's existing relationship with SeriousFun Children's Network since 1995 (one that began with SeriousFun founder and fellow Phi Kappa Tau brother himself Paul Newman), Mike went on to volunteer at a number of SeriousFun camps, including Double H Ranch (NY), Flying Horse Farms (OH), and North Star Reach (MI).

When he entered the graduate program at Ohio State University, Mike was excited to take on an alumni leadership position with Phi Kappa Tau that would enable him to foster more involvement with SeriousFun from his brothers, something that he says is of particular importance to him. What Mike saw was not only an opportunity to help fill an important gap in camp volunteer recruitment, which is critical to conducting SeriousFun camp programs, but he also saw it as a chance to help his younger brothers grow. Mike explains, "because of the anxiety young men tend to feel about working with kids, it's important that I do what I can to answer questions and encourage more of them to volunteer."

After graduating from Ohio State in 2013, Mike took his commitment to Phi Kappa Tau and SeriousFun with him. In addition to being the co-chair of his undergraduate chapter's Board of Governors, he now serves as co-chair on the SeriousFun Young Executives Board, a group of young professionals devoted to fundraising and increasing volunteer involvement at SeriousFun camps around the world. Mike, who is known by the colorful glitter beard he sports around camp, shared, "I will never forget one camper who was initially on the verge of tears when his parents left him for the week. That same camper eventually went on to emcee his camp session's talent show a couple of years later. It's that kind of transformation that keeps me focused on sharing this with as many people as I can. I was privileged to see him at both points and to see other campers that now want to be like him. Now his transformation is helping to change other campers' lives."

> "I can't help but feel a strong connection to Paul Newman knowing that he was critically involved in both organizations as a brother and as founder of the Network. The collective resources and human capital shared by Phi Kappa Tau and SeriousFun yield a lot of power that we can put towards serious, tangible good."

- Mike Bufano, Phi Kappa Tau, Co-chair of the SeriousFun Young Executives Board

DELTA ZETA

While Phi Kappa Tau may be one of the longest standing philanthropy and service partners of SeriousFun Children's Network, Ashlee Crabill of Delta Zeta is part of a sisterhood that has been involved with the Network for quite some time but just announced SeriousFun as one of its national philanthropy partners in 2020.

During recruitment season at the Ohio State University's Theta Chapter of Delta Zeta in 2009, a sorority sister took Ashlee under her wing and told her about The Painted Turtle, the SeriousFun camp in CA. Ashlee had always felt a connection to children and her career aspiration was to become a teacher. Despite the fact that her knowledge of traditional camp experiences was limited to representations in films like 'The Parent Trap,' something about the conversation resonated with Ashlee.

The following summer, Ashlee had her first volunteer experience at The Painted Turtle. She says it was life changing. "I was initially nervous because, on paper, it seemed like these kids would be in metaphorical bubbles. But the truth is, many of these kids look amazingly just the opposite…just an average kid if you will. Being a part of camp for that first week, and watching campers be as carefree as any kid should be, was all it took. In the years since, Ashlee has volunteered at all nine SeriousFun Member Camps in the U.S. including 18 separate week-long sessions and more than a dozen family sessions. In addition to the profound fulfillment that keeps her coming back, Ashlee, who is now a fifth-grade teacher, says camp experiences have made her into a better educator. She says, "it's incredible what can be accomplished once you take away the 'can nots' and replace them with 'cans.' Camp does that. It has helped me encourage my students in new ways and help them out of their comfort zones a little."

Ashlee's love of camp has resulted in her becoming the philanthropy advisor to her Delta Zeta chapter, a role she says she is thrilled to hold as it allows her to champion volunteerism, and SeriousFun, to new classes of sisters who she coaches and inspires. Of the partnership between Delta Zeta and SeriousFun, Ashlee says, "It's not just support at a distance. We have a relationship that allows us to actually participate in the impact we want to make in the world." And Ashlee is committed to being a part of that impact. As she puts it: "I can't not go to camp."

> "I can't not go to camp."

- Ashlee Crabill, Philanthropy Advisor for Delta Zeta

PARTNER PROGRAMS *break new ground*

Welcoming challenges, no matter how daunting, is in SeriousFun's DNA. Where there might appear to be obstacles, we see opportunity and an invitation to constructively strategize new ways forward. That kind of thinking is fully reflected in the work of SeriousFun Partner Programs — the 14 camps run in partnership between SeriousFun and NGO partners in low-resource countries.

The year 2021 provided opportunities that resulted in a number of remarkable "firsts" for SeriousFun Partner Programs around the world. Take, for example, Camp Hope Malawi. Through a partnership between SeriousFun and Baylor College of Medicine Children's Foundation Malawi, Camp Hope Malawi hosted its first-ever family weekend program for children living with cancer and their families. Generously supported by the Global CSR Program of Takeda Pharmaceutical Company Limited, the safe, inclusive, and intentionally designed program was the result of camp leaders and organizers identifying the psychosocial needs of the children and their caregivers. The 3-day residential camp model offered opportunities for family bonding and developing supportive peer relationships for children and adults alike. Family members play a critical role in the care and moral support of children living with a medical condition, and the camp experience delivers both guidance and resources, as well as respite. With 20 families participating, the weekend was a runaway success that program directors now plan to build into the continuum of care offered to children who attend the oncology ward. Most importantly, this offers an innovative way to serve more families and expand the reach and impact of SeriousFun's mission in this and other geographies.

As remarkable as safe in-person camp experiences like Camp Hope Malawi's are, they weren't the only way that the ingenuity and intrepid drive of the SeriousFun community manifested in 2021 during the pandemic. Salama Camp in Tanzania, Sanyuka Camp in Uganda, and Kan Etwal in Haiti delivered the SeriousFun Partner Program experience by distributing their camp kits to local families. And at the three Camp Rainbow sites in Batlagundu, Bangalore and Chennai, India, all held video and phone-based sessions that invited families to remotely participate in the carefree and communal activities they cherish. Regardless of where or how, kids and families were still able to enjoy camp — something they depend on to keep them going with positivity and purpose. And the resounding success of these "firsts" motivates those involved with these particular programs and encourages collaborators around the world to move ahead with an invigorated sense of responsibility to reach more children, regardless of how many "firsts" it takes.

"The program is more than just a camp. Because of it, a family thinks about wellness in a holistic way and receiving notes from Kan Etwal keeps them thinking positively."- St. Damien Hospital, Haiti

The impacts of SeriousFun camp programs are far-reaching, with campers and families often attributing significant positive changes in their lives to camp. In some instances, impacts are even reflected in the medical outcomes that campers experience — and Kan Etwal in Haiti is the perfect example. St. Damien Hospital is Kan Etwal's medical partner, where campers receive their care, and where they picked up over 400 camp kits in 2021. The powerful motivating factor of receiving a camp kit led to a reported decrease in missed clinic appointments. Therefore, a higher percentage of children and families attended their appointments, received their medication, and ultimately improved adherence to their life-saving medication over the course of the program.

A VIRTUAL LINK TO A COMMUNITY OF HOPE: *L.M.'s Story*

In 2021, 18-year-old L.M. experienced something he says was incredibly meaningful as he coped with months of COVID-19-related isolation — a new virtual camp program offered by Camp Addis, the SeriousFun Partner Program in Ethiopia run in partnership with Worldwide Orphans Foundation (WWO). Just as L.M.'s past in-person camp experiences opened his mind to the possibilities and pathways of the future, virtual camp offered a remote safe haven. It provided a comforting reminder of the community whose support means so much to him.

Before his first camp experience at Camp Addis in 2015, L.M., who lives with HIV, had trouble adhering to his medication and suffered severe malnutrition. This, coupled with signs of depression, led Camp Addis's partner hospital to encourage the camp team to reach out to L.M. and invite him to a residential session.

According to L.M., the time he spent at Camp Addis that first year, and the others since, have changed his life. Camp Addis is where L.M. learned how to manage his time and see beyond his illness enough to focus on the education that he had previously struggled to find worth or pride in. Now, coupled with his recent virtual camp experience, L.M. is not only able to count on his camp community as he always has, but to envision a future for himself.

In addition to his goal to become a mechanical engineer, L.M. aspires to give back to his camp community as a counselor. He knows that the role of staff is critical in the sustainability of Camp Addis and if it wasn't for those staff members who encouraged him and provided support those 6 years ago, he wouldn't be where he is today. L.M. wants to be that support for other kids for many years to come!

NETWORK EXCELLENCE
led by medical expertise

> "Being a network means having the ability to share information and tap into each other's knowledge, experiences, and best practices to not only carry out camp experiences safely but continue improving them so we can be a step ahead."

- Emo Castle, Nursing Advisor & Nurse Clinician

As the leading global network of medical specialty camps in the world, SeriousFun Children's Network is keenly focused on the safest and most inclusive ways to provide life-changing experiences for children with serious illness while delivering the high-quality medical care that is essential for their attendance and participation.

In the midst of the global COVID-19 pandemic, we've continued to meet that responsibility with every possible consideration and adaptation necessary. Leading the way are the medical teams at the Support Center, camps and programs who have invested countless hours and endless energy into every aspect of creating safe experiences that are designed with expertise and supported by the entire camp community. It's because of this that we were able to safely invite campers and families to residential programs in 2021 — delivering more than 57,000 in-person experiences (residential and in-person outreach) to kids and families around the world.

And there's no better way to emphasize how the Network's efforts have paid off than the fact that even with highly transmissible and evolving variants emerging throughout the year, there were no reported camper cases of COVID-19 at any SeriousFun camp in 2021. Whether it was through simulation exercises or the meticulous planning informed by experts as new information became available, SeriousFun camps and programs were medically prepared in every way. And while the medical teams and leadership at the camps and programs carried the weight of this preparedness, the SeriousFun Support Center's role was key in facilitating communication and knowledge sharing.

While the work being done by all was vast, here are just a few examples of how SeriousFun's medical experts led the way in bringing campers back to camp:

- Regular convening of the Medical Advisory Committee of the SeriousFun Board of Directors to evaluate and address Network-wide issues and concerns related to COVID-19 and camp
- Ongoing updates to the *COVID-19 Operations Guide for SeriousFun Camps*
- Engagement of medical expert Dr. Laura Blaisdell to support Network-wide decision making and respond to individual camp needs and planning questions
- Medical response simulation exercises to improve preparedness
- Regular meetings of Network and camp medical teams and leaders to share information in real time

Through it all, the global SeriousFun community continues to embrace the magnitude of the medically-focused responsibility ahead of them by welcoming new avenues for improvement and innovation. As considerable as all efforts are, the reassurance of achieving a truly safe camp experience remains the greatest reward.

How Simulation Exercises Improve Preparedness

In 2021, the SeriousFun Support Center continued conducting preparedness-focused exercises with Member Camps and Partner Programs. The goal of these 2-hour, real-time simulations, often referred to as "tabletop exercises," is to imitate possible emergencies or crises and ensure that staff understand and are ready to carry out appropriate response protocols. Originally a virtual innovation designed to address the emergence of COVID-19, these exercises are tailored to each camp or program and have evolved to not only address the ongoing pandemic but a number of other emergency scenarios.

> More than 60 staff members from seven programs participated in tabletop exercises throughout 2021

Given the surging interest from camps and programs, as well as the ability for such exercises to simulate any type of response scenario, tabletop exercises have become a fixture of Network collaboration even outside of medical teams. Helping align individuals and teams, practicing necessary skills and competencies, and improving emergency response protocols are just some of the positive outcomes being experienced as a result of this practical approach to capacity building.

SECTION 12

THE WERLEY FAMILY:
a family approach to giving

"No child should miss out on a fun childhood. When you think about a kid alone in the house or hospital with no social engagement or output, the appeal of SeriousFun is immediate. The idea that you can give a child the carefree and formative experiences they deserve just really hits home."

- Tony Werley, SeriousFun donor since 2015

Charitable giving has always been at the heart of the Werley family's values. Tony Werley, a chief investment officer for nonprofit organizations, cites his family's commitment to the spirit of charity as a source of fulfillment for each of them. The Werleys have been devoted supporters of SeriousFun Children's Network since 2015 because they all fervently believe that every child, no matter their circumstance, should have the opportunity to enjoy all the happiness, friendship, adventure, and possibility of childhood.

As someone who works with nonprofits on a daily basis, Tony looks for real and lasting outcomes as an indicator for progress and impact, and that informs his family's giving. They see that impact with SeriousFun. Tony, his wife Elizabeth, and his daughters Alex and Amanda utilize a Donor Advised Fund, or DAF, as the basis for their family giving strategy. The Werleys embrace the ease and personalization that their DAF provides because it keeps their giving focused and has enabled them to cultivate strong and growing relationships with the organizations they support.

WHAT IS A DONOR ADVISED FUND?

A donor advised fund (DAF) is a giving account that enables you to make your charitable contributions in a meaningful, long-term way and receive an itemized tax deduction while doing so. With even a minimum of $1,000, a donor can develop a focused, adaptable strategy on how to give over a period of time, and you are able to add to the fund as you see fit. Funds can even be invested in the stock market and may grow tax free, enabling increased giving opportunities. The ease of administration provided by a DAF can make thoughtful contributions easier and more fulfilling.

To learn more about giving to SeriousFun through a donor advised fund, contact Julia Harris at jharris@seriousfun.org.

P.L. NEWMAN *legacy circle*

THE GIFT OF LASTING SUPPORT

Launched in 2021, the P.L. Newman Legacy Circle is a uniquely meaningful way for supporters of the SeriousFun mission to both honor Paul's vision while helping ensure the sustainability of our life-changing camps and programs. By including SeriousFun in your estate plans, you will join this very special giving society while creating your own legacy of impact for kids living with serious illness and their families all around the world.

SeriousFun is recognizing the first 100 individuals who join the P.L. Newman Legacy Circle as charter members in perpetuity. For more information on how to make the future of SeriousFun Children's Network a part of your estate plans, please contact Julia Harris at jharris@seriousfun.org.

> "The need is great and so are the opportunities to make a difference, one smile at a time."
>
> - Paul Newman

IN-KIND *Support*

SeriousFun is deeply grateful to the following companies for the in-kind products, services, resources, and expertise provided in 2021.

Abercrombie & Fitch Co.

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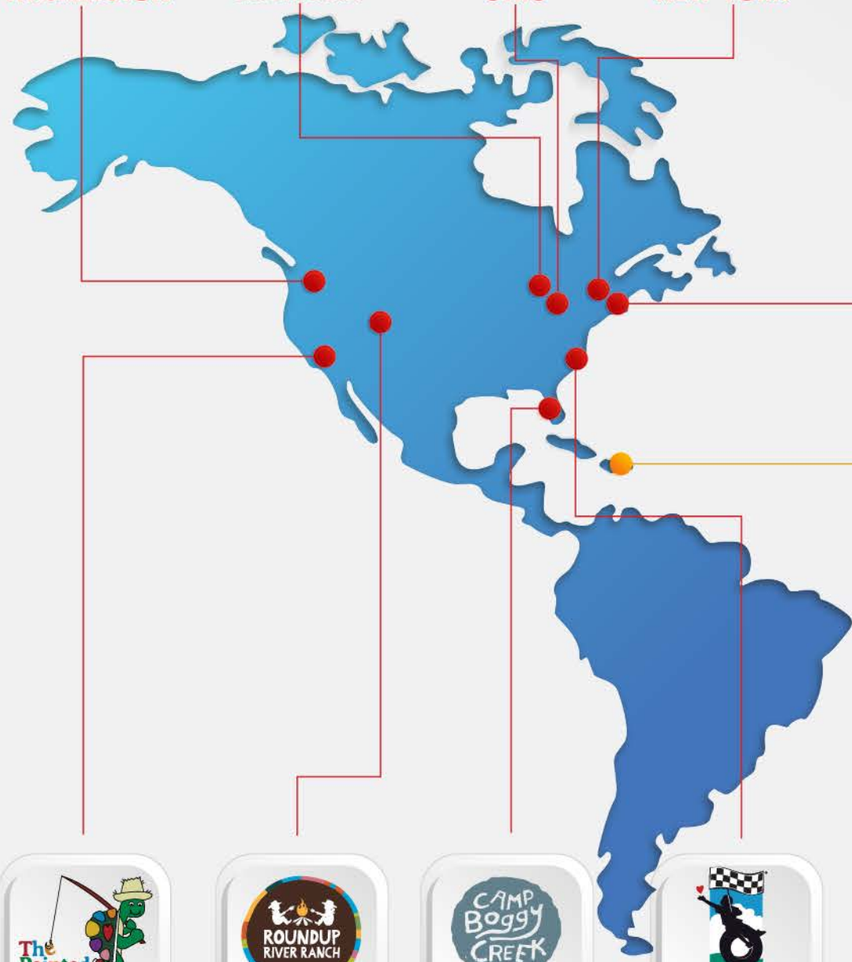

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