



At the beginning of the summer season – about a week before the first campers were scheduled to arrive at Holiday Home Camp, we held a summer kick-off barbecue for our staff members as a way to excite and inspire them for the weeks ahead. During the festivities, our long term veteran board member and former camper and staff member, Bill Herron, shared a meaningful story with the staff members, prefacing it by saying “sometimes, you will wonder if you are truly making a difference in the children’s lives, and you will wonder whether your work is worthwhile.” I wanted to pass along this lovely story that Bill shared as a way of reminding all of us of how we make a difference – one life at a time.

Once upon a time, there was an old man who would go to the ocean each morning for a daily walk. One particular morning, he was walking along the shore after a big storm had passed and found the beach littered with starfish as far as the eye could see, stretching in both directions. Off in the distance, the old man noticed a small boy bending down repeatedly to pick up an object and throw it into the sea. The boy came closer and the man called out, “Good morning! May I ask what it is that you are doing?” The young boy paused, looked up, and replied “Throwing starfish into the ocean. The tide has washed them up onto the beach and they can’t return to the sea by themselves,” the youth replied. “When the sun gets high, they will die, unless I throw them back into the water.” The old man replied, “But there must be thousands of starfish on this beach. I’m afraid you won’t really be able to make much of a difference.”

The boy bent down, picked up yet another starfish and threw it as far as he could into the ocean. Then he turned, smiled and said, “I just made a difference to that one!” Adapted from *The Star Thrower*, by Loren Eiseley (1907 – 1977)

I am often asked, “There are so many many children in need of so much help. How can you truly make a difference and how can one week of summer camp at Holiday Home Camp truly make a difference?”

Bill Herron’s reminder of this wonderful story is a perfect answer. Yes, it is true, when we step back and overwhelm ourselves with the magnitude of the social problems our world faces, it is easy to feel helpless and defeated and to be ready to throw in the towel – how could we possibly make a dent in solving the problems we face and make any sort of a difference? And the older we get, the more jaded and skeptical we become. Yet, when we focus ourselves more specifically – and when we work to maintain our youthful optimism, we can be amazed and encouraged by the real differences we indeed make – one at a time.

Holiday Home Camp set another record this past summer. We served 687 campers in our traditional week-long summer camp programs and an additional 95 children in our partner outreach programs after traditional camp ended. That’s a total of 782 children whose lives we made a difference in and improved! Each year over the past five years, this number has increased, and each year we challenge ourselves to raise the bar and make a difference in a few more lives – and we keep meeting that challenge. This year we grew the number of children we served by 15% over our total last year – and by over 50% from several years ago. In addition, our ELITE Teen Leadership program is up to 70 participants – up from 17 teens five years ago – that’s four times the number of teens! We are truly making a difference, with fresh air and the outdoors as the inspiring backdrop, one child at a time.

Another significant way that we made a huge difference this summer was in the re-implementation of the Wakeley-Klapproth Scholarship fund that was established years ago by a committed donor who wanted to help camp staff members with their educational costs. This year, seven of our seasoned staff members applied for this scholarship opportunity and I am so happy to report that all seven of them received scholarships of \$1,100 each! These awards will help these dedicated young adults in furthering their education so that they can continue to add value to their communities – just as they have added value to Holiday Home Camp.

I like to think that there is no limit to the positive difference that we can make at Holiday Home Camp. As long as there is laughter and fresh air to be breathed, hopeful and deserving children to be served, we can find new ways of supporting more and more of them each summer!

We are so thankful to you, our valued supporters, who continue to believe in our mission and the individual differences we make in so many hundreds of lives. We know that there are many worthy organizations asking for your support – and it is important to you that you feel your gift is having a measured impact. I sincerely hope that when you see the pictures of their smiling faces, read or hear their personal stories or see them embracing camp to its fullest if you come by for visit – that you will feel good about the gift you have given – the gift of a newly inspired life that has experienced a fresh perspective and has been given hope for new possibilities. So if you have already made a gift this year of a fresh air summer camp experience – we thank you for the difference you have made! But if you haven’t yet given, or are new to the Lake Geneva Fresh Air Association and Holiday Home Camp and OWLS, we hope we can inspire you to join our effort. Just like that young, optimistic boy throwing Starfish back into the sea one at a time, with your valued gift to support and inspire a deserving child, you can say to yourself “I just made a difference to that one!”

Molly Keller, President of the Board
September 2017



REKINDLING A LEGACY

Historically the Lake Geneva Fresh Air Association and Holiday Home camp has proudly invested time, talents and treasure into our campers, our community and even our staff. In the mid 1950’s The Wakeley—Klapproth Scholarship fund was established with the purpose of helping staff achieve their goals of pursuing higher education. Over the decades, countless recipients have been awarded scholarship monies that helped them with college tuition. Our own Bill Herron, current Board VP, was a proud recipient of the scholarship in 1967, and will tell you that the award made a positive impact on his ability to realize his collegiate goals.

Around 2008 our board made the proactive decision to temporarily stop distributing awards in order to allow the fund to strengthen for more impactful future use. The dormant fund grew as predicted and is once again poised to help make dreams come true. With the help of our dedicated new scholarship committee guiding the process the 2017 scholarship applications were created and made available on our website for Staff and the ELITE teens. Grant applicants were required to submit a completed grant application and obtain a reference letter.

The scholarship committee reviewed all of the applicants and found it difficult to choose only one outstanding candidate. In an unprecedented move, the committee announced that they not only decided to award 7 scholarships, but also generously contributed personal donations to cover the extra scholarships! All 7 staff were awarded \$1,100.

With so much positivity surrounding this announcement, we are proud to mention that 3 of the scholarship winners were campers as kids, worked through the ELITE program, and are now successful staff passing on the love, knowledge and experiences they received from HHC to the next generation of campers.

The award recipients of the 2017 Wakeley-Klapproth Scholarship are: Anna Gatson (former camper/ELITE), Africa Baker (former camper/ELITE), Jade Clarke (former camper/ELITE), Dani Depons, Molly Robbins, Karolina Skerrett and Chelsea Lesniewski.



Pictured from left to right: Molly Robbins, Chelsea Lesniewski, Jade Clarke, Dani Depons, Karolina Skerrett, and Africa Baker. Separately pictured: Anna Gatson



Are you a Holiday Home Camp Alumni?
Past campers and staff of Holiday Home Camp are considered alumni and are always welcome to join us for events, join committees, and to generally help keep the positive HHC camp spirit going.
Connect with us at “Holiday Home Camp Alumni Association” on Facebook! -



to our proud Annual Corporate Sponsors that continue to help make the HHC magic possible!



YOU MAKE IT POSSIBLE

Dear Supporters,

It feels impossible that summer has drawn to a close. At Holiday Home Camp we are taking a deep, full breath of the fresh air that we cherish so much as we close down our 130th magical summer season.

This summer nearly **700 campers joined the ranks of over 30,000 Holiday Home Camp alumni**. Surrounded by nature, the values of Respect, Responsibility and Relationships have been instilled for thirteen decades as the framework for happiness, success and self-improvement.

Your support helps change lives. Our campers come largely from under resourced inner-city neighborhoods where access to the natural world and green spaces is limited or non-existent. --98% of our children and teens are from families living at or below the poverty line. For many of our youth, Holiday Home Camp marks their first time traveling outside of the neighborhoods in which they live. Your investment affords these youth retreat from uncertainty and chaos to refuge on the idyllic waterfront, water and fresh air of Geneva Lake.

We cannot continue to carry forth this 130 year-old tradition without you. Your belief in our mission helps us carry it out. We hope you can hear the echo off of Geneva Lake from the shout of gratitude from our Board, staff, counselors, partner programs and our campers. Thank you.

I am honored to be part of the Holiday Home Camp community and I look forward to many wonderful conversations with our supporters.

Please don’t hesitate to reach out.

I can be reached at eileen@holidayhomecamp.org or by cell at 312.909.2395.



Eileen Mullin-Gasteier
Development Counsel

FRESH AIR TREE

In the Spring the LGFAA team announced new annual sponsorship program! Many new benefits are now available to our annual sponsors including exciting event tickets and sponsor recognition. One of the specific program highlights was that sponsors were to be listed on the **FRESH AIR TREE** to be debuted in 2017.

We would like to announce the official showcase of our new **FRESH AIR TREE!** The 11’ tall tree pictured here has an imperfect trunk, but with some care, nurturing and guidance it grew into a strong healthy tree. (It must have grown up at Holiday Home Camp!) Our Fresh Air Tree is eager to support the names of all our sponsors and donors, because when we receive your contributions, a custom leaf will be created. That leaf will be placed on our tree every year proudly displaying your name and the date!

We look forward to seeing our tree sprout all of the leaves that have already been created in 2017!

Updated pictures of your leaves will be posted on our website at the end of the year!



A special **THANK YOU** to the talented and very generous artists at BRUSHFIRE SIGNS for making our Fresh air tree a reality!





Lake Geneva Fresh Air Association
PO Box 10, Williams Bay, WI 53191

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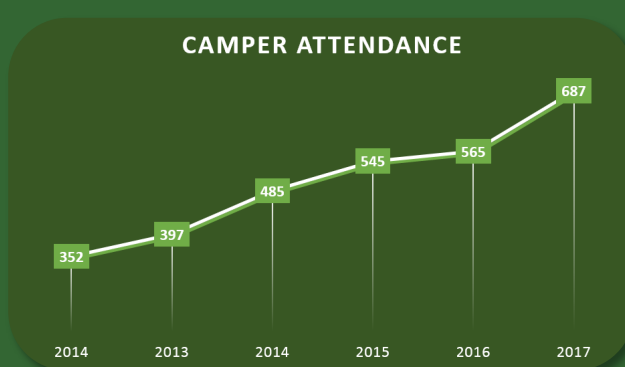
CAMP BY NUMBERS - A REGISTRAR REPORT

What a summer! Who would have thought when we opened registration In December 2016 that we would have a total of 687 campers and Elites for this year's summer sessions. 2017 had the highest number of campers ever recorded in HHC history! Most of our campers come from Illinois, Wisconsin comprising of 62 cities in Illinois and 35 cities in Wisconsin.

The key to this success was diligently working with 65+ community centers, homeless shelters, housing projects, community action groups, churches, young leadership initiatives, govt. agencies, other child focused non-profits, and schools in Illinois and Wisconsin. Additionally we continued to strengthen our grant relationships with Camp 4 Kids, Scope and Title XX which directly funds campers and help's us reach our growing scholarship goals.

To show just how much HHC means to our campers I want to share two short stories. We have a camper that has been coming to camp for the last 5 years. Last year she moved out of state and was upset that she wouldn't get to be an ELITE. Her family saved up some money and flew her to visit her aunt in Illinois, specifically so she can come back to HHC for a couple of weeks in the summer! The second story is about one of our campers that is from a military family from IL. In the late spring, the family was relocated to Florida, but that didn't stop her from coming back to her 2nd year of camp at HHC! Her family made arrangements to make sure she was able to come back and experience the HHC magic! We are so fortunate that our campers love camp and the counselors so much that they keep coming back each year.

I'm looking forward to raising the bar again in 2018!



Linda Garant
HHC Registrar



Bradley Cripe,
Executive Director

Thoughts from the E.D.

I was recently asked a question by a Board Member, that I initially thought was a relatively simple. They asked me if I was happy at the LGFAA. This board member is generally amazing, so I knew it was a genuine question on how I personally felt about my role and the health of our association.

That simple question got me to thinking about the factors that combine together to make up happiness for an executive director that serves a non-profit. Maybe one factor is seeing all of the hard work that our staff, volunteers, and committees engage in, that result in achieving goals and breaking records! Perhaps it's the smiles that I see everyday, on the faces of our participants when experience something new. It's seeing a sign hanging in the staff lounge that was created by front line staff reading "AFTK" or All For The Kids! It's about knowing that no matter what obstacles we find, there is team of supporters behind us. It's being able to cherish the culture of acceptance that our beloved camp proudly displays - during a time when there is so much turmoil in the world. It's hearing the joyous cries from a camper as they exclaim to their counselor "I don't know which tree you want me to run to, there are so many trees!" It's needing to add yet another page to the donor appreciation list. Maybe it is having a camper look at you with a suspicious stare when you assure them that, YES - we do get three whole meals everyday. Maybe its seeing the OWLS and HHC Staff jump in and help each other and not care whose "job it is". Maybe it's getting home late at night, exhausted and having your own kids smile and tell you that they are proud of you. I think that even one or two of these would be enough for an exec to be happy with their work, and me... I get to claim them all! So am I happy? Yeah- I'd say I'm absolutely overjoyed!

Thank you, for all the ways you support our mission and believing in what we do.

COMMUNITY INVOLVEMENT OPPORTUNITIES

wish list of items for camp!

For some items that fall outside our budget ability, we look to our community for leads and assistance. We need your help finding these needed items!

- Passenger Van or SUV in good shape
- Concrete Paths
- Pontoon Boat
- Tree trimming services
- Mobile storage units for short term use during renovations
- Outdoor lift usage to allow us to wash our taller buildings

For supporters that want to give the perfect gift directly to camper programs, our Amazon wish list has also been updated!

Support Lake Geneva Fresh Air Association.

When you shop at smile.amazon.com, Amazon donates.

Go to smile.amazon.com



CALENDAR OF EVENTS

October 28/29th - ELITE event at Camp. Volunteers welcome.

November 29th - Holiday Home Camps -Santa Cause event. A winter cruise and fun!

December 2nd - ELITE event in Chicago. Volunteers welcome to meet in Chicago.

December 10th - Founders Thank You Dinner

Free to "Friendship" Level and higher donors, volunteers, and committee members. RVSP appreciated.

January 6/7th - ELITE event at Camp. Volunteers welcome

February 24/25th - ELITE event at Camp - Young Ladies retreat. Female Volunteers welcome

April 7/8th - ELITE event at Camp - Young Men's retreat. Male Volunteers welcome

Questions? Please call 262-245-5161 for details.



VOLUNTEER
all that's missing is U!

Here at Holiday Home Camp, we adore our volunteers! We enjoy customizing your volunteer experience to reflect what you or your group interests are. There are many opportunities to get involved every month! Would you like to lend your expertise to monthly teen program? We offer that! Would you like to work on a special camp project? We have those! Would you like to help with mailings or even being part of an event committee? Excellent-we'd love to have you! If you or your group would like to be part of the team call us at 262-245-5161.



THE WATERFRONT

FALL 2017



HOLIDAY HOME SUMMER CAMP

And just like that, Fall is here! As I am enjoying the crisp, fresh air of our now quiet summer camp, it is hard to wipe the smile off of my face when reminiscing of Summer 2017.

For starters, we had the most amazing staff ever!! Our Summer 2017 staff came from various places around the world: Ireland, London, Australia, Nigeria and all over the U.S. Providing the children with a diverse staff is a great opportunity to teach them about history and various cultures. It's also a chance to show our inner-city campers that there is SO much more to see, to explore, to learn about and to BE in our world!

At the start of the summer, we were a bit understaffed and honestly I was worried, as we had record breaking numbers for camper enrollment. I soon came to find that although we were low in quantity, as a team, we made up for this in quality. I wholeheartedly believe this was the best staff HHC has seen in years. The dedication to the kids, motivation to change lives, and overall love for camp was contagious. The passion spread like wildfire, making this summers' camp culture impeccable. Anyone who visited camp this summer knows, there was magic in the air and you could feel it as soon as you stepped on the grounds.

Having such a wonderful staff helped us accomplish our goals for the summer. We successfully added a new programming element, Hip-Hop Dance, which was a HUGE hit! The campers loved the challenge of working together throughout the week to choreograph a performance. We had several impromptu dance battles that allowed our campers confidence to blossom as they were cheered on by their peers. Watching the groups perform on stage at the end of the week gave such warm-fuzzy feelings.

Additionally, we added a "Special Day" to every session this summer! We had one day out of each week entirely dedicated to a theme. This year we implemented Harry Potter Day, SuperHero Day, Christmas in July, Pirate Day, Holiday Home Camp Birthday Party and Halloween Day. Every activity, song and game from breakfast until bed time was centered on the special day theme. We had so much fun dressing up, making wands and potions, getting our faces painted, going on treasure hunts and celebrating 130 years of HHC magic!

Our newly structured ELITE Teen Program was also implemented this summer. Our second week of summer was dedicated to training our ELITE Teen's to become "Counselors in Training." We spent the entire ELITE Week going through various training sessions with the teens, teaching them how to lead activities, songs, games, bed-time procedures, etc. We also gave them some behavioral management tools to keep in their back pocket, as working with our target population can sometimes be challenging.

After the teens successfully completed the ELITE Teen Training Week, they each volunteered at a later session as a Counselor in Training. WHAT A HUGE SUCCESS! Our ELITE'S stepped up to the expectation and nailed it! They took their newfound responsibility and flourished, being role models and making a positive impact on the lives of our campers. Having the teens here added an extra element of leadership to our summer team. ELITES lead activities, games, songs and helped with bedtime routines, morning routines, etc. A few of our teens performed so well during their CIT week, we invited them back to be actual counselors for the remainder of the summer. We are hoping that by cultivating the ELITE'S, building up their professional resumes and giving them a taste of what working at camp really means, we will have many prospective camp staff in our near future!

We are so thrilled to be able provide another unforgettable summer to so many deserving children! I'd like to personally thank you for your amazing contributions, time and love for camp. Your continuous support has kept this magical place that we call home alive for over 130 years!! Thank you.

283 days (and counting) until our first day of CAMP 2018!

Kayla Anglese
HH Camp Director



LAKE GENEVA FRESH AIR ASSOCIATION
HOLIDAY HOME CAMP • OWLS LEADERSHIP

