



Lake Geneva Fresh Air Association

PO Box 10, Williams Bay, WI

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Would you like to be part of a dynamic group of passionate individuals that help make a difference in the lives of children throughout Wisconsin and Illinois? Please join Us! We offer many ways to be part of our organization!

Brad@holidayhomecamp.org

Keep your face always toward the sunshine - and shadows will fall behind you - Walt Whitman

These are words that we at The Lake Geneva Fresh Air Association literally live by, because we truly believe that the inspiring elements of nature - fresh air, warm sun, clear water and cool earth - produce positive results. We've been proving this belief for 129 years, and after serving a record 672 children in the summer of 2015, we feel poised to strengthen and increase our impact even more.

2015 was a year of records and accomplishments. The positive energy that our Executive Director, Brad Cripe, and his team possess has led to the realization of many long term goals. Specifically, in the past two years we have:

- Increased the number of children receiving a fresh air summer camp experience by over 20%
Increased the ELITE teen leadership program by 141% from 22 to 53 teen members
Moved the OWLS high and low ropes challenge courses and team building programs from George Williams College property onto our own 28 acre campus
Successfully fundraised, designed and constructed a \$25,000 climbing wall to enhance outdoor programming
Increased fundraising revenue by 19.2% and overall number of donors by 8.1%
Nurtured relationships with local partners - such as the Walworth County Food Pantry to reduce costs and increase resources available to the children we serve
Completed a \$150,000 addition and renovations to Peace Cabin - the Executive Director's residence - in order to help attract and retain the strong talent and leadership of Brad Cripe and his future successors
Created a Sensory Room in our health center where children can take a break and exhale

So where do we go from here? How does an organization with such a rich history of success continue to improve and grow? We keep heading toward the sunshine - that's how!

In 2016, with the immense dedication of donors and volunteers such as you, our Board of Directors and Management Team is preparing to achieve many more impressive goals including:

- Adoption of a 5 Year Strategic Plan
Kick-off of a multi-year capital campaign to facilitate updates and improvements of our beautiful property and to grow our endowment
Expand programming beyond our property to include more Outpost-Wilderness programming, Homestay programming, ELITE programming and to maximize our shoulder seasons
Increase our partnerships with referring agencies and community organizations to make Holiday Home Camp and OWLS programs available to even more children

With increased violence in our urban centers and the decrease of outdoor educational programs and access to Mother Nature in the inner cities, our mission is more relevant than ever. We know that a fresh air summer camp experience at Holiday Home Camp brings hope, joy and a new perspective to the children we serve. The growth in the number of children attending camp (many who are return campers) and the number of teens moving into our ELITE program when they reach the age of 14, attests to our success.

We couldn't be experiencing this kind of positive, double-digit growth without all of you! Your brilliant, warm and nurturing donations and volunteerism literally and figuratively bring sunshine and fresh air into the lives of hundreds of children each year. We are so thankful for your past support and hope that you will join us again in making a positive difference for these children.

So let's all continue to lift our faces toward the sunshine, let the dark shadows of pessimism fall behind us and move forward together and optimistically to help inspire and improve young deserving lives with the positive impact of Mother Nature. Look toward the sun - Onward and Upward!

Molly Keller, President, Board of Directors

Spring, 2016



The Holiday Home Camp Paddle Derby was another example of involved volunteers helping the LGFAA and Holiday Home Camp! This successful event was completely volunteer driven, and organized by a group of caring volunteers that wanted to help bring awareness to our mission and the kids we serve!

This years Holiday Home Camp Winter Paddle Derby was enjoyed by all of our eager players and attendees, and will certainly be the first of many annual derby events!

Please help us extend our thanks and appreciation to all of our committee members, players, donors, and hosts. Thank You to Skokie Country Club for allowing us to hold

this event at their facility.



Monte Carlo



Masquerade

The Monte Carlo Masquerade is the theme of our 2016 Fundraising Gala and is sure to have something for everyone! A gorgeous lakefront setting, fabulous food and drinks, entertainment, dancing to the sounds of the Chicago based band, Platinum...and back by popular demand... Gambling!

The fun won't stop there, new this year we are offering an after party aboard the Lady of the Lake from 11pm-1am. The after party is complete with late night food, drinks and even more dancing!

Ticket prices for the Monte Carlo Masquerade are \$195/pp. Pre-sale package price for the Masquerade and After Party is \$225/pp. After Party ticket price the night of the event is \$50/pp.

Look for your Invitation in the Mail and be sure to get your responses in quickly!

This event is sure to be a sellout!

Elizabeth Ring, Gala Committee Co-Chair



Outdoor Wisconsin Leadership School

Greetings from the great outdoors! OWLS has been very busy this winter facilitating winter groups on our new course and climbing tower. All of the participants love the new amenities and rave about the double zip lines over the ravine. Many new groups are surprised at how much they learn as individuals and how much they grow as a team by experiencing our course. Clients from corporate and college groups to elementary schools agree that hands on experiential learning, led by our staff helps them better understand communication, problem solving, community building, each other, and so much more. We are happy to have served over 3,000 people in 2015! Thank You!

As we grow, OWLS attracts experienced talent to our team. Please welcome Julie Pendola as our new program director. With her knowledge and expertise, we are excited about what she'll bring to our programs. Julie received her Master's Degree from George Williams College in Recreation Administration in 2007 and worked a few OWLS programs during that time. After earning her degree, she spent 5 years in California at The Boojum Institute for Experiential Education as the Staff & Training Manager, and Logistics Manager and has worked at several outdoor education centers around the country before returning to OWLS. Julie is already expanding our program offerings, writing grants, creating events, and tackling marketing. Julie has a strong work ethic and has a passion for what she does. We are elated to have her on the team - Welcome Julie! Meet Julie and the staff at our Simple Cafe family Event on May 21st!



HOLIDAY HOME CAMP CASH RAFFLE



1st drawing \$1000 DRAWING JULY 28, 2nd drawing \$1500 DRAWING AUG 29, 3rd drawing \$5000 DRAWING SEPT 30

1 TICKET - 3 CHANCES TO WIN! ALL PROCEEDS BENEFITING THE ADOPT-A-CAMPER FUND

\$20 PER TICKET

TICKETS CAN BE PURCHASED AT LGFAA EVENTS, VIA OUR WEBSITE, OR BY CALLING 262-245-5161

DO NOT HAVE TO BE PRESENT TO WIN

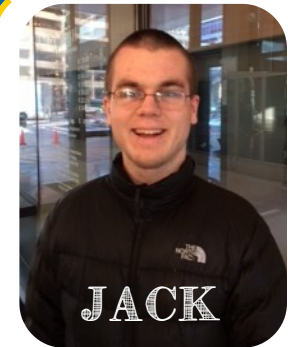


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# AMAZING PEOPLE, AMAZING GIFTS

Here at the LGFAA, Holiday Home Camp and OWLS, we are fortunate to have an amazing group of supporters that contribute to our programs. As we listed in the last newsletter, our amazing people selflessly contribute time, talents and treasures in a variety of ways that strengthen our mission. With all of these amazing people doing amazing things we wanted to create a way to recognize them. We are happy to announce the first two recipients of the LGFAA's "AMAZING PEOPLE - AMAZING GIFTS" award!



**JACK**

Jack is an amazing young man that chooses to spend his free time sorting and packing over 550 toiletry kits each year so that each one of our campers have the supplies they need for good hygiene at camp. Jack's whole family gets involved with the process of purchasing,

sorting and packing!

Jack likes to work and likes the routine of packing the toiletry kits. His favorite part of volunteering is definitely the car ride to Lake Geneva to deliver the kits to camp!

Why do Jack and his family help so selflessly each year? When asked, they responded with **"We feel blessed as a family and grateful to have the opportunity to support the efforts of the Holiday Home Camp to host the campers each summer. We also love the chance for Jack to be meaningfully engaged in the toiletry kit packing activities."**

Jacks family recently decided to take their love of volunteering and service to the next level as they lay the groundwork to create their own foundation! Jack's foundation would employ adults with disabilities and teach beneficial job skills at the same time. Employees would help Jack pack toiletry kits for camps all over Illinois and Wisconsin. In addition to donating the kits to camps like HHC, Jack's Kits will ultimately be an item that for profit camps can purchase and sell in their camp stores! We think this is an amazing idea!

Jack and his family hope their actions **"inspire others to find something they enjoy doing that can help others at the same time!"**



**JACK AND ASHLEY ARE TRULY AMAZING. THANK YOU FOR SHARING YOUR GIFTS WITH HHC!**



**ASHLEY**

Ashley is an amazing women who has been involved with our ELITE teen program as a volunteer for the past 7 years! Ashley mentors our teens, keeps them on track, and helps run programming each month. Ashley shows our participants that one person really can make a difference!

Her favorite part of volunteering with the ELITE program is seeing the teens in a safe space where they are safe to be themselves. **"Many youth these days are forced to fit a certain mold, and that mold may change depending on their specific location (i.e. school, house, bus stop). However, at camp everyone is allowed to be whomever they want to be. This is very noticeable in the dining hall when the conversations between a variety of youth from a variety of places never comes to a halt, and the laughter and giggles become contagious. When the youth go into their cabins, all the girls are comfortable singing and dancing without judgment. The teen boys prefer to pillow fight, which is probably not something they are willing to share with their school peers. It is very obvious when they skip through apple orchards and sleep outside under the stars, they are experiencing new things in a safe space with so many people in their corner. Camp is a safe haven to me, so I can only imagine how much of a safe haven camp is to our ELITE teens."**

Ashley hopes her actions inspires others to recognize the importance of giving back! **"Camp changed my life. My entire career-path has been paved by my involvement with HHC and my approaches to teaching have been grounded in the approaches I learned during my time at HHC. I volunteer with HHC on a monthly basis because of how much camp has shaped who I am today. I hope that my volunteer work is mimicked one day with each of the ELITE teens. I hope they recognize a person or organization that has shaped their life, and they too volunteer their time."**

# COMMUNITY INVOLVEMENT OPPORTUNITIES

**Support Lake Geneva Fresh Air Association.**

When you shop at [smile.amazon.com](https://www.smile.amazon.com), Amazon donates.

[Go to smile.amazon.com](https://www.smile.amazon.com)



*a free and easy way to donate*

When you select The Lake Geneva Fresh Air Association as your preferred charity, your normal amazon shopping can turn into donations!

With every purchase the amazon smile program donates 5% back camp!  
Go to [smile.amazon.com](https://www.smile.amazon.com) for details.

For supporters that want to give the perfect gift to camp, our Amazon wish list has been updated!

## CALENDAR OF EVENTS

**April 30th / May 1st** - Mock Interviews and resume building with Elites - Volunteers welcome

**May 21st** - Simple Café Dinner and Friend Raiser\* \$10 ticket includes meal!

**May 22nd** - Spring clean up—Volunteers Welcome

**June 11th** - OWLS 1st inaugural Climb-Run-Paddle Challenge.\*

**June 18th** - LGFAA Fundraising GALA—Monte Carlo Masquerade!\*

**August 12th** - Ladies Luncheon - Bags and Baubles Event!\*

**\*All events are eligible for registration via phone 262-245-5161**

**and our website [www.HolidayHomeCamp.org](http://www.HolidayHomeCamp.org)**



## Wanted: Enthusiasm and Time

Here at Holiday Home Camp, we adore our volunteers! Volunteers of all ages help make some of the best positive memories for our campers. Our volunteers give their time in an endless variety of ways that are centered around something they enjoy. We customize your volunteering to reflect what you, our volunteer, are excited about!

Some examples of volunteer activities include:

- boat captains
- landscaping
- storytelling
- teaching classes - cooking, sewing, art projects, fishing, music
- handyman projects
- planting flowers
- science demonstrations
- chopping wood
- painting
- volunteer coordination

We have countless ways to get involved all year long. If you would like to help out, have an idea for a class, or just have some extra time to give call Amanda at our Holiday Home Camp office at 262-245-5161



# THE WATERFRONT

Spring 2016

## Executive Director update

Spring is just around the corner, and we hope that you are taking advantage of every opportunity to be outside enjoying the fresh air and warm sunshine! The Lake Geneva Fresh Air Association, Holiday Home Camp and OWLS aim to give the gift of a fresh air outdoor experience to hundreds of deserving children from Chicago, Walworth County, Milwaukee, Rockford and Madison this summer!

With spring in the air everything is growing at here the LGFAA. The number of campers we are able to serve is growing, the amount of participants in the OWLS leadership school is sprouting, our donor base is blooming, and the number of volunteers we have continues to flourish. All of this growth can be attributed to a very important asset - YOU! Its with your continued generous support of our giving campaign, special events, capital projects, and adopt a campers programs that we can continue to grow and serve so many deserving underprivileged youth. Thank You!

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

Bradley Cripe, Executive Director



## HOLIDAY HOME SUMMER CAMP

Hello Holiday Home Camp Family!!! What a blessing this place has been to me. I came to camp in hopes of changing the lives of children. In the past two years, Holiday Home Camp has changed my life immensely. I have learned so many things about myself, the world around me and different cultures - while building confidence and forming lifelong relationships and memories. That's what happens when you're at camp.

This will be my third summer at Holiday Home Camp. My first summer, I was a Cabin Counselor. After summer camp, I transitioned into the OWLS program, becoming a facilitator for the season. I was so passionate about the work done at Holiday Home Camp, I had to come back for a second year. Summer 2015, I was ecstatic to take on the Leadership Role of Female Team Leader. Now, I am over the top with joy, as I am taking on the Camp Director Role. I am thankful for this opportunity, and I look forward to living out our mission and helping campers and staff become great leaders in their communities, schools and families.

I attended Western Illinois University and studied Recreation, Park and Tourism Administration, focusing on Recreation Therapy, Psychology and Sociology. It has always been my goal to work with underprivileged youth in an outdoors, wilderness setting. I have found the perfect fit in Holiday Home Camp. I am so excited to bring new programs, resources and even new camp songs to the plate, hoping to enhance the children's experience at summer camp. I am also thrilled to lead the ELITE teens through an amazing leadership program. Holiday Home Camp is a safe haven for the children who attend, I have witnessed this firsthand with my time spent here. I am so grateful to have the opportunity to provide children with these life changing opportunities.

I want to thank everyone for the warm welcome to the HHC Family. Thank you for allowing me the opportunity to provide a breath of fresh air to hundreds of deserving children. I look forward to meeting you and sharing our passion of changing kids' lives through the camping experience.

Kayla Anglese  
HH Camp Director

