

“Every sunset is an opportunity to reset.”
 — *Richie Norton*

The word camp means something different to everyone yet it also conjures up some amazing commonly shared memories from diving into a lake, hitting an archery target, scoring a goal or even getting warm by a campfire. Holiday Home Camp is a place where not only memories are made but also where memories are preserved for our generation and those to come after us.

As such, here at Camp, we are looking at honoring those who have made our Camp a fantastic place but also look to the future to make sure that we not only have the team, buildings and boats to continue forward but also the amazing Campers to make our whole ecosystem complete.

I am honored and yet very humbled to follow the mighty shoes of Molly Keller, our amazingly dedicated President of the past 8 years! As Molly has stepped back into a normal board member role, I realized that we cannot do what she did single handily and have been developing a comprehensive system of Executive Board Development at Camp. The updated system will help us build the executive infrastructure for everyone to participate according to their needs and desires. Therefore, Brad is enlisting us all to new (or refreshed) Committee assignments with a mandate to get us aligned with our new facilities and the new challenges and opportunities we are faced with during this tumultuous time.

Let me tell you a bit about myself so we can start our conversation of what camp means to you so that we can grow together- mosquito bites and all. I grew up in a sweltering suburban Philadelphia and I eagerly went to a boys camp in Maine for years which is on a forested hill and close to the Ocean. I would go for a few weeks every summer where I excelled at archery, sailing and soccer. Those rich memories live with me even today. I have been in the Chicago area for the last twenty years raising my 2 kids (Kitty, 20, & Charlie, 18) and spending the last ten years in Lake Geneva running a local historic hotel. I joined Holiday Home Camp a few years ago as I love being part of organizations that likes to have fun, honor history and have a positive impact for our communities near and far. How can you not say “Camp!” without a fun memory popping into your head?

While we might not have many moments of sharing a s'more around the campfire these days, I do encourage you to come see Camp in whatever capacity you feel is right to make an updated “snapshot” of what Camp looks like and the potential that lies before us. As always, we need your help and in the next couple of years, I hope that we can rely on your continued, if not refreshed, dedication to Holiday Home Camp from the three T's we all have: Time, Treasure and Talent.

Cheers to Brad and his amazing Team for keeping it all together!

Cheers to Molly for keeping us all together and making HHC the place we love!

Finally Cheers to you, our great Board and supporters, with whom we would not have our newest addition to Holiday Home —the Pavilion!

Sincerely,



Andrew Fritz

President, Board of Directors
 Fall 2020



Dear Supporters,

Let's face it. The only thing today people are thinking about today are the election and the coronavirus. While all of this is befalling, our goal is to ensure that our campers remember that their camp family are here to support them during this confusing time.

The Lake Geneva Fresh Air Association, like many, have been through times of hardship and change. While we were unable to provide the magic of camp in person, thanks to all of your help we were able to send them packages to remind them that HHC will always be there for them. This would've never been accomplished without a very important asset to our organization - YOU! We have always known what makes camp special, THE PEOPLE! We can all carry the spirit of HHC until we can gather again!



It is with your continuous substantial support to our mission that we are able to grow and serve an abundant amount of inner city youth. Every dollar, item, or a portion of your time is very much appreciated! To put it simply, YOU ARE OUR HERO! Camp is more than a place, more than a fun time, more than just programming... Holiday Home Camp is home, it's heart, community and more importantly it's family.

Remember, its folks such as yourself that keep this camp family afloat in these uncertain times, and see us through to the end of this awful storm. There are brighter days ahead, and due to your generosity, we are prepared to provide another groundbreaking summer for our campers.

Be sure to keep your eye out for our emails that will include a Save the Date with more information about our upcoming virtual fundraiser, Christmas for the Kids. You will have the opportunity the 27th of November—the 13th of December to

donate to our organization while also receiving raffle tickets for a chance to win one of the fabulous 12 Packages of Christmas.

All donations will go towards providing our campers with Holiday packages that will consist of learning activities, hygienic goodies, camp SWAG and most importantly some items that they can have fun with!

Once again, thank you for being our hero and stay safe!



Money raised will help fund Holiday gift boxes that will be sent in December to our campers in need.

Additional proceeds will support our Adopt a Camper Scholarship Fund.

Christmas for the Kids
HOLIDAY FUNDRAISER

Virtual & Inperson!

EARN RAFFLES STARTING 11/27 - 12/13

OPEN HOUSE AT CAMP
 11/29 | 1PM - 5PM
 12/4 | 2PM - 6PM

In person bidding, camp tours and holiday treats available by appointment.



CAPITAL CAMPAIGN PROGRESS



Your show of generous support is nothing short of amazing! Its clear to us that contributors take our success seriously. Want proof? We are officially over half way to realizing our goal and have raised over 1.1 M dollars! The Capital Campaign is well on its way to our 2M goal, and the team continues to move forward with some very exciting projects based on early donations!



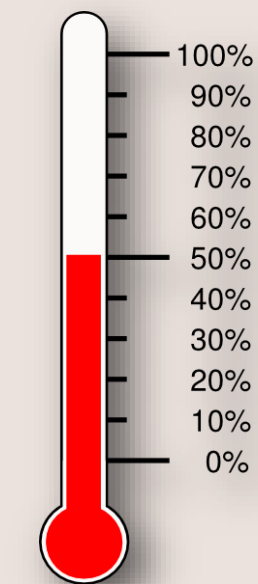
We are on the path to successfully accomplishing all of our objectives, but still have some great strides ahead of us. To accomplish all of our program goals we still need your help.



The purpose of the campaign is to help ensure the growth potential and sustainability of Holiday Home Camp, OWLS, and the Lake Geneva Fresh Air Association thru investment into our programs and facility. With record breaking growth summer after summer we have officially DOUBLED the amount of campers we serve compared to just 6 years ago! 104% growth means that we must carefully plan key focuses within the campaign



that keeps evolving to meet the needs of our kids!



With a target of \$2 Million there are still plenty of ways to get involved and show your support. Sponsorship opportunities can be recognized with your family or companies name proudly displayed on a natural looking plaque or stone near the project. Some of our feature projects include building a new activity pavilion, renovating the kitchen of our beloved Founders Hall, updating the Crane Max building into a corporate retreat center, retrofitting girls village for winter use and much more!

If your interested in helping with a project please reach out us at 262-245-5161. A range of lead sponsorship opportunities still exist and Brad would be happy to discuss all of the possibilities. Lead gifts can even be pledged over 5 years! No amount is too big or too small, as we appreciate them all!



Bradley Cripe,
 Executive Director

THANK YOU!



OUR PROUD ANNUAL CORPORATE SPONSORS CONTINUE TO

HELP MAKE THE HHC MAGIC POSSIBLE!



Future World and Local Leaders at Work and Play

Autumn is upon us in Williams Bay! The leaves are falling, and in any typical year, we would say extremely tough goodbyes to some outstanding staff members. Unfortunately, those memories are ones that we won't have this year. I have some different memories from this year.

We dedicated much of our season, adapting to the unprecedented circumstances that Covid-19 brought upon. In August, we were able to reopen Holiday Home Camp to OWLS leadership programs. Following updated industry standards and government orders by keeping group sizes down below 30 participants, requiring masks during all programming, and implementing new sanitation techniques when using shared equipment. Before the end of 2020, OWLS programs will have served 577 participants via in-person programs and 84 participants through virtual platforms.

While a pessimist might try to convince you that 2020 has no redeeming factors, I am an optimist. As the OWLS program director, I know that the statistics do not show the power in the work we do. Therefore, I'd like to showcase a client testimony from a client that shows just how much impact the we have on our participants LGFAA served our mission in a year where our industry struggled immensely.

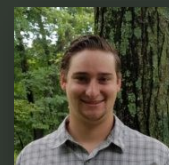
"Hi Mark,

I wanted to send along some warm and fuzzies that were because of you!

Today I met with one of our students who has been struggling a bit and he talked a lot about his experience at OWLS. [The student] was super nervous at the High Ropes due to his size and said you made him feel really confident and safe. He said because of you he did something he thought he would never be able to do and made him realize [this college] is a place he can open his mind. He talked about you a lot. You and your team are doing an AMAZING job!

With how much love you show for what you do he was inspired to think Holiday Home Camp may be a really amazing opportunity for him as a person and a future professional. He is a Social Work major who has been through a lot and wants to work with intercity kids in Chicago and asked if I thought it is something he should apply or ask about. I told him absolutely and gave him your email for the future. So don't be surprised if he reaches out next semester."

After a long year of worrying about budgets, health & safety, staffing, and construction, receiving notes like this makes it all worth it. Our staff lives for reminders of why we choose to do what we do. Without the dedication of our executives, board, donors, clients, and staff, we would not have such a powerful impact on our participants. While 2020 has been rough as a whole, sharing Fresh Air experiences at Holiday Home Camp with OWLS participants has been a genuine silver lining.



Mark Feldman,

Assoc. Director OWLS



Lake Geneva Fresh Air Association
PO Box 10, Williams Bay, WI 53191
262-245-5161

Board of Directors

President - Andrew Fritz
(INTERIM)

Vice President - Willis Herron

2nd Vice President - Rita O'Brien

Treasurer - Andrew Fritz

Secretary - Liz Ring

Bette-Jane Austin

Ann Brunk-Peterson

Brigid Cashman

Donna Egly

Nancie Freeborn

Sue Griffith

Molly Keller

Rita O'Brien

Lucy Otzen

Mary Beth Schirmang

Andy Sterkowitz

Jim Wilkin

Kathy Yih

Staff

Executive Director - Brad Cripe

Assoc. Director - George

Pascoulis

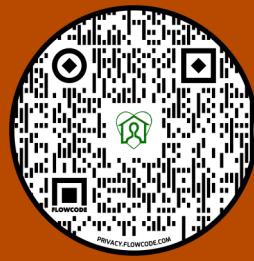
Assoc. Director - Mark Feldman

Program Coord. - Cierrae Caver

P/T Registrar - Linda Garant

Registrar & Community Outreach

Adriana Mirada



ARE YOU A HOLIDAY HOME CAMP ALUMNI?

KEEP THE CAMP SPIRIT GOING BY JOINING US AT

"HOLIDAY HOME CAMP ALUMNI"

FACEBOOK PAGE!

STAY CONNECTED WITH US ON SOCIAL MEDIA



@HOLIDAYHOMECAMP

@OWLSATHHC



@HOLIDAYHOMECAMP



@ LGFAA - HOLIDAY HOME CAMP



@HHC1887



@HOLIDAYHOMECAMP

@OWLSPROGRAM

Calendar of Events

November 27th - December 13th | Our annual HHC Christmas for the Kids fundraiser has gone VIRTUAL. Visit our website for more information and to donate! You are welcome to call us at 262-245-5161 if you have any questions or concerns.

November 29th and December 4th | A safe social distancing gathering while making a difference, what could be better? Join us to view the HHC 12 Packages of Christmas, and take a tour of camp. All while participating in a raffle where all proceeds will go towards providing Holiday packages for our campers!

November 29th open house will be 1pm - 5pm | December 4th will be 2pm — 6pm



There are always opportunities to get involved every month! We enjoy customizing your volunteer experience to reflect what you or your group interests are. If you'd like to help, then we'd love to have you. We are always looking for summer programming volunteers and boat captains!

Call us at 262-245-5161 for a summer schedule.

MORE WAYS TO GIVE BACK...

For supporters that want to give the perfect gift directly to campers programs, please visit our wish list on

amazon.com

Some items naturally fall outside our annual budget range, for these items we look to our community for leads and assistance. We could use your help finding the items below.

- Compact Tractor
- Commercial Kitchen ovens
- Paving work for eroded paths
- Tree Trimming
- Cargo Compact Carrier Cage
- Certified Electrician time

Shopping! When you shop on Smile.Amazon.com and select the Lake Geneva Fresh Air Association as your charity, a percentage of your normal shopping will be donated to us by Amazon!

amazonsmile

Lake Geneva Fresh Air Association

Holiday Home Camp • Owls Leadership



The Waterfront

FALL 2020



HOLIDAY HOME SUMMER CAMP

A year full of hurdle-jumping and barrier-breaking, if we don't adapt and progress after 2020, when will we? Like many, I'm very excited to welcome a new year, not only for the opportunity that 2021 presents or the fact that my toes get cold in the winter, but mainly because it brings a well-missed camp season!

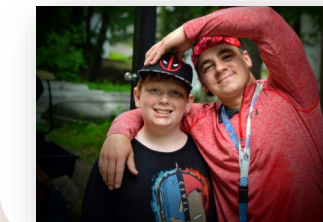
Summer 2020 did not work out as planned for the camping industry, but a relentless industry it is and one that consistently looks to innovate, survive and thrive. We saw a lot of virtual programming, mobile-camps, adapted activities and just about every design you could possibly imagine on a mask!

Keeping regular contact with our campers, ELITEs, parents and guardians has been a priority for us at HHC. We asked what we could do to serve our community during the pandemic and the responses were uplifting! With help from our campers, ELITEs, former and current staff members, we got to work on producing virtual content in the form of competitions, arts & crafts, camp songs, baking and more. We also sent out some awesome packages to our campers that included an HHC shirt, water bottle and mask along with hand sanitizer and a unique flop ball! Our campers loved their new, as what we call it round here, camp swag! Thank you to all those who have sent in photos representing the HHC logo out in the community.

Our ELITE program is still flying high with a total of 60 members despite the setback of not being able to host our teens at camp recently. We are very optimistic that we will be able to reunite very soon and continue working on becoming valued leaders. Applications are now open for the ELITE Teen Program and we are excited to welcome our next group of future exceptional leaders in 2021!

Other things that we have been able to accomplish during this period include connecting with our alumni and seeing how we can provide opportunities for future involvement, planning facility projects that will enhance our camper experience, creating our very first online camp store, and taking a step back to understand what summer camp will look like in 2021 in light of the current climate. We now look forward! Our sights are set on creating a safe and influential environment for our campers. Recruitment season is well-underway! With passionate individuals and thorough preparation, I am looking forward to building a powerful team who will serve our mission better than ever in 2021!

Opportunity is certainly found within adversity, and we will keep hurdle-jumping and barrier-breaking as long as we need to so that we can reflect on an incredible summer this time next year.



George Pascoulis,

Holiday Home's Camp Director