

Onward and Upward!

Where Do We Grow From Here?

Another record breaking summer is in the history books – but the laughter and energy still lingers from the 878 children whose feet treaded happily upon the warm soil of Holiday Home Camp. Yes, you read that number correctly – 878 children (720 in our traditional camp program and an additional 158 children in our partner outreach programs) received the gift of a fresh air summer camp experience thanks to the generous and dedicated support that donors such as you provide. That's a six year attendance growth of 104%! And 720 regular session campers equals 100% occupancy! There were zero vacant beds at camp this year! These are records that are hard to beat!

So where do we go from here? Or better yet, where do we GROW from here? How can this organization – which in the past six years has seen double digit growth in attendance, fundraising, staff retention and volunteers – maintain this strong pace and continue to inspire and improve more deserving young lives?

How about going CAMPing...by CAMPaigning...Capital Campaigning, that is.

In May, our Board of Directors unanimously approved our \$2 Million Fresh Air Campaign that will expand camp programming and facilities and grow our endowment so that we can continue to serve more children and improve more lives. There are four primary “Timbers of Support”: Our Commitment to Serve Disadvantaged Youth, Our Commitment to Sustainability through Strong Management, Our Commitment to our Flagship Property and Our Commitment to the Cultivation of Tradition and Relationships. These four Timbers of Support were developed as part of our larger Five Year Strategic Plan. This is the LGFAA's first capital campaign in almost 15 years and we feel confident that our position of strength along with our talented and committed leadership will help make this campaign a huge success.

But this campaign is not simply about building more cabins so that we have more beds for more children. Rather, our plan is to enhance the overall camper experience, provide a wider variety of fresh air options and upgrade our facilities so that we can leverage their use during the shoulder seasons when our campus is under-utilized. Highlights of the Fresh Air CAMPaign include:

- * Construction of an Outdoor Pavilion and Support building that will provide a covered, fresh air recreation space for use during inclement weather.
- * Winterization of five of our summer camp cabins which will allow us to host up to 70 additional people at a time on campus for Winter programming
- * A Face Lift of our original and historic Founders Hall so that this primary building that houses the Dining Hall, Administrative Offices, Art and Crafts Center, Dance Hall, Group Meeting Space, Performing Arts Center and Library can serve all of these functions and be a fresh, inviting and welcoming space for everyone
- * Expansion of our Endowment so that we can continue to provide camp and educational scholarships to our staff for generations to come
- * Creation of a “Home Stay Program” which will allow younger children to participate in Lake Geneva Fresh Air programming and encourage healthy relationships between Lake Geneva area families and the disadvantaged children we serve

There are many other areas that the Fresh Air CAMPaign will address and we look forward to telling you about them in the weeks and months ahead. Keep an eye out for Fresh Air CAMPaign materials arriving in your mailbox soon. We are so excited to get you, our valued supporters, involved!

Steve Jobs once said, “Be a yardstick of quality. Some people aren't used to an environment where excellence is expected.” In the past five years we have been raising the bar in every aspect of our organization. We have shifted from having “Excellence” as a goal to having “Excellence” as an expectation. Our “yardstick of quality” continues to measure our many successes – and while we indeed serve a population of disadvantaged children who don't often see excellence modeled for them, Holiday Home Camp's expectation of excellence has inspired these kids to strive to do their best and work hard at camp and in school to be their best selves and earn the opportunity to return to HHC the following summer.

Your generous donations and continued support, year after year, are an endorsement of our measured success, our belief in building on our excellence and that together we can continue to improve lives with the fundamental inspiration of fresh air. We are so humbled and grateful for this immense support.

So come along with us on this new expedition. Jump on the CAMP Wagon and help us CAMPaign! Together we can chart the course that will provide sure footing for the Lake Geneva Fresh Air Association and Holiday Home Camp so that we can continue to provide fresh air summer camp experiences that inspire so many deserving children to seek excellence within themselves.

Where do we GROW from here?

Well, that's easy.... *Onward and Upward!*



Molly Keller
President, Board of Directors
March



YOU MAKE IT POSSIBLE

Dear Supporters,

Many of you have received a hand-written thank you note from a camper in the final weeks of summer. Each session we let our campers know how important our donors are to Holiday Home Camp, and as one of their week's art projects, many write heartfelt thank you notes our to our community of support.

Here, to all of you who receive this newsletter, is one from a teen camper named Aisia who has been coming to Holiday Home Camp since 2015.

“With your donations, you make is possible for me and other kids around my age to have fun summers. I am also a part of the ELITE Teens program that meets monthly year-round. I appreciate what you do for the camp because you impact so many lives and make it possible for me through the process. Throughout the years of being a camper and an ELITE I have personally grown so much, When I found out that camp was run by donations and grants it made me realize how blessed I am to get this opportunity because there are so many kids who don't get this experience. Thank you for everything that you do.”

Aisia, Age 16, Lynwood, IL

BECAUSE OF YOUR HELP, Holiday Home Camp was able to change the lives of 720 children this summer, including Aisia. YOU ARE GIVING BLESSINGS, one week at a time to our campers. We echo Aisia's and all of our campers' messages of gratitude and appreciation.

It's not too late to make an impact of this year's programming!

Please consider making a donation to our fall drive today!

IMPORTANT NOTE: In an effort to be conscientious with our donors' dollars, if we haven't heard from you in the last few years this newsletter will be the last communication you will receive from us for some time. If you wish to remain on our mailing list regardless of recent giving please check the proper box on the enclosed remittance envelope and return it to Camp.

Sincerely,

Eileen Mullin-Gasteier

Eileen Mullin-Gasteier
Development Counsel
eileen@holidayhomecamp.org



MACLEAN-FOGG



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



Future World and Local Leaders at Work and Play

With the end of another amazing summer at camp, the OWLS Season is back in full swing with several great announcements.



First, OWLS is very happy to announce the promotion of Mark Feldman as the Director of Programs and Trainings. Mark has been part of the OWLS family since 2015. He brings a high energy attitude with exceptional challenge course knowledge to our team. In August, Mark received his Level 2 and Challenge Course Manager Certifications bringing him up to industry standard for his position. On top of that, the OWLS team has bolstered their fall staff by adding four adjunct facilitators and five members of the amazing Holiday Home Camp (HHC) Summer staff to help out for the fall busy season! After completing fall OWLS training, HHC staff members Amar, Jake, Cierrae, Sam and George have all facilitated exceptional growth in the young leaders that the OWLS program serves.

This Fall season, OWLS welcomes some amazing programs! Downers grove High School ELITE program joined us in September with over 130 participants and we welcomed the fabulous Glenbard East High School Character Counts program in Mid-September. As one reads the previous year's notes for these programs, they will see staff comments such as "can we have this group every week?" and "best group of the year!" Additionally, we continued to serve our mission by hosting groups that develop leadership in underprivileged youth. Programs such as Community action in Beloit, Mt. Mary Grace Scholars, Circuit Court of Cook County Parole Boys and of course UCAN!

Lastly, OWLS big Tailgate Hoot is coming on November 11th 12:00-4:00pm during two great Football matchups. Bears Vs. Lions and Packers Vs. Dolphins! The benefit will be held at Café Calamari's Privato thanks to a generous donation of the space by the LaCroix family. Last year "The HOOT" was attended by over 80 community members and raised over \$3,300.00 to build our Giant Swing! This football season, our goal is to help subsidize our leadership opportunities for the underserved so our program can lower the rates of clients and campers who need it the most. This year OWLS is looking to blow that number out of the water with a part or whole matching donation so we can help our campers, clients and community to LEARN! LEAD! GROW!

With over 1500 rides down our zip line, 1000 climbs on our Rock Climbing wall, 250 swings on our brand new giant swing this year. This fall OWLS is continuing to provide individualized leadership opportunities based on customer set goals and objectives for youth and community members all over the Midwest as they have for over 30 years!



Are you a Holiday Home Camp Alumni?



Keep the camp spirit going by joining us at "Holiday Home Camp Alumni"

Facebook page!



Make change happen, volunteer!

Holiday Home Camp adores our volunteers! In 2018 there was certainly a lot of adornment to spread around as we had over 211 volunteers come to camp and donate their time and talents! We enjoyed having individuals, families, companies, scout groups, youth groups, churches, and even other non profits that came to lend a helping hand. There were over 600 hours of volunteering logged in 2017 by community members that wanted to invest in our mission! All we can say to numbers like these are "THANK YOU!" - to all of our volunteers and partners. Your generosity has helped us *make change happen*. This change positively effects the lives of our campers, and our community.

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. Call us at 262-245-5161.

Calendar of Events

Nov 11th - OWLS Tailgate party! Everyone welcome! 12-4pm at Privato in Williams Bay

Nov 29th - HHC Christmas for the Kids dinner & fund raiser. Everyone is welcome.

Call us for tickets 262-245-5161

Dec 9th - Holiday Home Founders Dinner. FREE to all Volunteers, Committee members Donors and Alumni. RSVP's are appreciated—Brad@HolidayHomeCamp.org

Dec 17th - Holiday Package stuffing! Volunteer to help ensure every camper gets a present this holiday season. Meet at Camp around 9:30am to help. Cocoa and holiday cheer provided by our camp elves!

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**

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

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.

- 12-15 Passenger Van
- Commercial Kitchen ovens
- Paving work for eroded paths
- Tree Trimming
- Outdoor lift usage to allow us to wash /paint our taller buildings



The Waterfront

Fall 2018



HOLIDAY HOME SUMMER CAMP

WOW! Fall is here!

Holiday Home Camp had another successful summer celebrating our 131st year of serving deserving children. Once again, records were broken by the Camp Registrar, Linda! 720 campers were able to build relationships, relax at the beautiful lake, overcome challenges and make lifelong memories this summer! Campers even traveled from Arizona, Michigan, Indiana, Iowa, Ohio and Florida just to experience a magical week at Holiday Home Camp! Although most of the kiddos travel from inner-cities, there were 80 kids from Walworth County in attendance this summer. Expanding the HHC mission to the children in our own backyard was one of our goals this year.

Another goal was improving the programs we offer. Thanks to the wonderful staff of 2018, this goal was also achieved! Many new games, activities, camp songs and theme days were offered this summer which allowed the campers to grow, lead, learn and have fun! Campouts were brought back to life and almost every cabin slept under the stars for a night and enjoyed making s'mores or monkey bread over the fire.

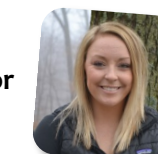
The second year of the Counselor In Training Program was a total success! After attending a training week, the ELITE Teens came back and served as CIT'S for a session. They were responsible for helping out in the cabins, leading activities and basically acting as junior counselors throughout the week. The teens really stepped up their game this year and took pride in helping out the campers and counselors. Many teens expressed their desire to work at HHC after completing high school. The future is looking bright for the HHC Staff, and there is nothing like bringing the journey at HHC full circle!

Speaking of full circle, 17% of the summer 2018 staff were former HHC campers. These staff were fully dedicated to the mission and offered fabulous insight and a unique perspective to the new staff. Additionally, 52% of the staff were here for their second or more summer at HHC!! Campers love nothing more than seeing their favorite counselors multiple years in a row! We already have multiple staff committed to returning next summer and many ELITE Teens who are going to take the leap from camper to staff!

As of right now, there are 274 days until the first campers of 2019 arrive! We are so lucky to be able to provide such a safe, loving environment for the children we serve! Thank you all for making this possible!



Kayla Wilkin
HH Camp Director



Lake Geneva Fresh Air Association
Holiday Home Camp • Owls Leadership