



Lake Geneva Fresh Air  
Association

PO Box 10, Williams Bay,

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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



"I have discovered the secret that after climbing a great hill, one only finds that there are many more hills to climb."

I first heard these well-known words of Nelson Mandela when I was just out of college. Those words have been a source of motivation and inspiration for me over several decades now and they came to mind recently as I contemplated how far The Lake Geneva Fresh Air Association has come since its inception in 1887, the impact this organization has had in improving so many thousands of lives and its ability – against many odds – of enduring the test of time.

The Lake Geneva Fresh Air Association and Holiday Home Camp turn 130 years old this summer! That is an exceptional milestone, one that few major businesses or organizations manage to achieve. And yet, here we still are, in the exact same location on this extraordinary plot of land looking out across Lake Geneva, Founders Hall – the first and original building at camp – standing tall along these shores. Our mission has stayed true to the original vision – to provide fresh air, outdoor summer camp experiences to disadvantaged children and improve their lives with healthy, clean living. The formula has been a simple one – get these children outdoors, breathing in the fresh air and soaking up the warm sun and provide them with a caring and nurturing staff and they will grow and blossom in amazing ways!

There have been struggles along the way – two World Wars, A Great Depression, The Vietnam War and even most recently, The Great Recession. These moments have tested The LGFAA's ability to keep the doors open and continue this honorable work of inspiring less fortunate children through the most basic elements of life. But what has made Holiday Home Camp and The LGFAA endure is...YOU! The immense commitment over many generations of the extended Chicago and Southeastern Wisconsin communities has allowed this wonderful organization to continue operating and to carry forth the tradition of improving lives.

The past three years have seen tremendous growth – increases in the number of children served, increases in our ELITE leadership program enrollment, increases in volunteerism, increases in donor participation and funds raised to support our mission. Truly we are on an upward trajectory with momentum and a proud history at our back – helping to propel us forward. But we cannot stop here – for as the words of Nelson Mandela remind us, there are many more hills to climb and many more lives to serve.

As Mandela says, we can "take a moment here to rest, to steal a view of the glorious vista that surrounds [us], to look back on the distance [we] have come. But [we] can only rest for a moment, for with [success] comes responsibilities, and [we] dare not linger, for [our] long [climb] is not ended."

If you have been one of our committed supporters that has made a positive difference in a deserving young life please know how much your dedication and your gifts are appreciated and how they have helped us to reach this 130 year milestone. And if you are new to the Lake Geneva Fresh Air Community and looking for a way to make a real impact in improving disadvantaged lives, we invite you to join this illustrious community of supporters and become a part of this great tradition. We hope you will consider making a life-changing gift of a fresh air summer camp experience this Spring as we gear up for another fantastic summer season. With your support, we can continue our climb, forever, Onward and Upward.

Thank you!

Molly Keller , President of the Board  
March 2017



## BUILDING COMMUNITY — BUILDING RELATIONSHIPS

People often ask us what we do in the "off season" here at camp. We love this question because it gives us the opportunity to tell people about all of the ways we impact our campers all year round! During the time that campers are not on site, we spend time showing off our 3 R's of respect, relationships, and responsibility. We are most often seen building relationships with donors, visiting with the agencies that help bring us campers, finding and hiring amazing staff for the summer, taking care of maintenance projects, updating trainings, and generally taking on projects that help make HHC amazing. Our favorite part is definitely when we get to spend time with our campers and our community! Our staff frequently volunteer with our campers and community to build the relationships that create HHC impact! We love to show campers how special they are to us, and how valuable they can be to their community. We continue to be involved in many worthwhile activities year round including helping at Chicago homeless shelters, lighting up Williams Bay with Santa cause, reading in our community schools, stopping by and doing camp crafts with campers in their schools, packing and delivering food boxes to free and reduced lunch campers for the holidays, and even packing/sending over 400 gifts to our campers to ensure they received a present for the holidays! The generous support of our volunteers and donors allow us to reach outside of our walls every year to keep building the impact and relationships that can only come from Holiday Home Camp. THANK YOU!



## Outdoor Wisconsin Leadership School

Hello from OWLS! We are so excited about 2017 and new opportunities it brings. We have a lot of interesting new things happening within the OWLS department and would like to take this opportunity to highlight them. First I'd like to introduce myself as your new Director of Programs and Training! My name is Joseph Gierke, I am an adventure enthusiast and lover of the outdoors. I have a bachelors in recreation management and am certified as a course manager for challenge courses. I also have a certification for first aid CPR/AED as an instructor. I will be using this certification to benefit OWLS, Holiday Home Camp and the community. One of my favorite parts of being part of the OWLS team is being able to see people grow. It is so amazing to watch groups come to OWLS and see the change that they can make in even just a few hours.

As we grow, so do our programs! Deb Fritz has taken on a leadership role in expanding our Outdoor Education Programs. We are excited for Deb to spearhead this responsibility while providing new opportunities to our participants and the community through the unique natural habitat that we enjoy at OWLS and Holiday Home Camp.

We have some new goals for 2017 that include serving over 3000 participants, by facilitating quality programs that include teambuilding, climbing tower, outdoor education and high ropes course experiences. We are also offering a series of community climbs starting on May 6th! Our neighbors can join us for a Zip Line experience followed by challenging themselves on our climbing tower, with a short break for lunch in between. Everyone is welcome! The Community Climb day packages range from \$10—\$35 and include lunch! Call or Email us to register or for more information at 262-245-5161 or Joseph@holidayhomecamp.org.

We are always looking to improve ourselves and be a benefit to the participants and Holiday Home Camp. With that as our goal, we are looking to add a new element on our challenge course. A giant swing would add a unique element to our course and provide the campers with an unforgettable experience. We had such amazing success with raising money for our climbing tower, that we would like to try it again for this new potential element. Visit [www.gofundme.com/giant-swing](http://www.gofundme.com/giant-swing) for more information. Thank You!

A special thanks to our newest supporter The Williams Bay Lioness club, that helped fund our Zip lines new rolling ladder! Our ladder was just delivered and we are so excited to have a new piece of equipment that will improve the quality of the programs we provide. Thank You Lionesses!



Joseph Gierke  
Director of Programs  
and Training

# 2017 Ladies Luncheon August 11th - Save the date!

## IMPACT - WHAT WE TEACH, AND WHAT KIDS TEACH US

Compassion. Empathy. Understanding. Goodwill towards each other. These are the qualities that are the basis of caring and productive citizens. As a camp that strives to provide meaningful real life experiences, we take time to guide our campers towards being good citizens. We start this process by helping them to understand what it means when we use words such as "fair" "inclusive" or "empowering", and how these words can be powerful if used in the right way.

We teach that to have something be "fair" doesn't mean we give everyone the same thing— it means we give everyone what they need to be successful. Because after all, there will be a point when even the best of us will need a little something extra from a friend.

When helping the kids to understand "inclusiveness", we are always pleasantly surprised at the insightful things they say. Kids often remind us that prejudice is learned, by saying things in the most simple and honest ways possible. It fills us with joy when we hear phrases like "we think its sad that people treat each other bad just because of different skin, its just skin." or "Its what's inside that counts most" or "Its ok if she like girls or if he likes boys, they are still our friend!" While these comments may be simplistic in nature they show us that at their core-our kids are kind, smart, and want to love and be loved.

Campers at HHC and beyond bring their own struggles to camp every year. Campers will want to talk about, parents issues, divorce, prejudice/racism, sexual identity, acceptance of religion, homelessness, concerns over immigrant status of family and friends, and much more. It is our job as staff to listen, help them find common ground with each other, and let them know that at camp they are accepted for who they are—no questions. Inclusivity at HHC is a key component to our culture of success. By taking this positive approach we purposefully create empowered kids that are strong, confident, caring, & compassionate young citizens! These are traits that stay with campers for life.

We find ourselves quoting our favorite camper testimonial by saying that "Camp is like real life, only way better" when we look at all the ways camp can impact campers and the community. A well run and impactful camp can have a life long positive effect on kids. And here you thought camp only taught campers about nature, swimming, and archery. Thank you for supporting Holiday Home Camp!

## THE DEVELOPMENT TEAM

Dear Friends,

On behalf of the Board, Staff and campers at Holiday Home Camp, I want to thank you for being a part of our community of supporters. A core tenet of Holiday Home Camp is one of community; our programs are intended to build and strengthen a cooperative spirit within our campers. You, our donors, make a significant impact on these programs and lay so much of the foundation of our work.

Your continued investment improves the lives of 500+ disadvantaged children each summer, affording them retreat from uncertainty and chaos to refuge on the idyllic waterfront, water and fresh air of Geneva Lake. Over the course of one week, these children build both their inner spirit and their sense of belongingness and responsibility to the community.

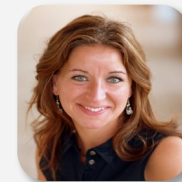
The Lake Geneva Fresh Air Association team strives to be thoughtful stewards of your investment, working to develop and deliver our summer program with focus, dedication, and expertise. ***In short, your dollars count.*** They are meaningful, leveraged wisely, and always needed. We hope you'll agree with us that your donation is more than a donation; it's an investment. One that is important, exciting and impactful.

You have taken the first step into joining the Holiday Home Camp community. Now I ask you to get engaged; remain engaged. Ask us questions, push us to do more, come see a camp session in person, meet some campers or connect with our staff by phone or in person.

Thank you for your belief in our mission and for your support in helping us to carry it out. We cannot do this tremendous work without you.

I am honored to become a part of the Holiday Home Camp community and I look forward to many wonderful conversations this spring and beyond. Please don't hesitate to reach out. I can be reached at [eileen@holidayhomecamp.org](mailto:eileen@holidayhomecamp.org) or by cell at 312.909.2395.

Sincerely,  
Eileen Mullin-Gasteier, Development Counsel





AMAZING

MAJESTIC

STEP RIGHT UP

AND SAVE THE DATE

FOR THE

GREATEST

PARTY OF THE SUMMER!

JUNE 3, 2017

AWESOME

UNIQUE

Step Right Up for the Greatest Party of the Summer! This year's Gala will be held on a new weekend, June 3 under the Ferro Pavilion at George Williams College. Our vintage circus theme is sure to bring all sorts of fun and exciting entertainment! You'll have the chance to sink your favorite local celebrity in our dunk tank, try your hand at winning hundreds of prizes by tossing darts at our balloon wall, all the time surrounded by our genuine circus aerial acrobat performers. Exciting items and unique experiences are arriving daily for the silent auction, such as Dinner at the French Laundry, a cocktail party at Colman Woods and even a private Ice skating event for 20! Hope to see you all on June 3! Can't Attend? No problem! Our online cell phone bidding system opens a week to the gala and allows you to bid on silent auction items from anywhere! Call to register 262-245-5161

# COMMUNITY INVOLVEMENT OPPORTUNITIES

Support Lake Geneva Fresh Air Association.

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

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

amazon smile

wish list of items for camp!

There are always things needed at camp that are above and beyond what we can fit into our operating budget. These items go onto our "wish list".

- Passenger Van or SUV in good shape
- Pontoon Boat
- Roof repair for our central supply building
- Concrete Paths
- Tree trimming services
- 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!

CALENDAR OF EVENTS

May 6th— OWLS Open Climb/Zip Event: 9:30am - 4:00pm (see previous page for details)

May 21st—Spring Spruce Up: Bring your crew to help get camp ready for summer. 10am - 4pm

June 3rd— Annual Gala Step right up and join the fun at our premier themed fundraiser!

June 10th— OWLS Open Climb/Zip Event: 9:30am - 4:00pm

August 11th— Ladies Luncheon and Purse Auction - Register early this event sells out fast!

August 19th— OWLS Open Climb/Zip Event: 9:30am - 4:00pm

December 10th - Founders Thank You Dinner

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

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

Spring 2017

HOLIDAY HOME SUMMER CAMP

What makes camp so "in-tents" you ask? Everything!! Kids come to summer camp and immediately after getting off of the bus, they are placed into a cabin full of campers close to their age and immersed into the very unique summer camp culture: shared living spaces, song and dance, organized play (or as we like to call it, organized chaos), family style eating, 130 year old camp traditions, etc. Campers are expected to embrace this newly-formed team, work together, and effectively communicate to accomplish their goals. Very quickly after their arrival at camp, they learn each other's strengths and weaknesses and they are expected to acknowledge and use these attributes in order to be successful as a unit. This is the beauty of summer camp. Campers learn these vital life skills, social skills, communication skills, teambuilding skills, and leadership skills at a very young age. Summer Camp is so special because we disguise all of these learning opportunities with games, play, nature, and fun! Here at Holiday Home Camp, we are so excited to provide this amazing opportunity to the Campers of Summer 2017!!

We have been busy planning an amazing summer and we're excited to tell you about some highlights for our upcoming season! First of all, we're adding a new programming element to our summer line-up: Hip-Hop Dance. We will embrace the culture of hip-hop dance and not only teach the children how to dance but also teach them the history behind the art form. We're already so excited to see the dance showcases at the end of each session! We're also throwing a little twist on our normal ELITE Week. Our goal is to make ELITE Week more impactful for the teens-- and to give them skills they can transfer to their budding professional lives. The high school teens will come to camp for the week and we will train them how to be a summer camp counselor at HHC. By the end of the week, the teens will be responsible for leading activities, meals, songs, campfires, games, and basically taking care of everything that requires camp to run smoothly. Our goal is to completely switch the roles on the last day of ELITE Training Week. The Teens will be completely in charge of running camp while the Camp Staff will act as the campers for the day. Our hopes are that this "game-like" reenactment of Summer Camp will provide the teens with endless leadership skills they will use in their everyday lives. Upon completing ELITE Training Week, each teen will be invited to volunteer at another session for Summer 2017 as a counselor in training.

We are so excited to provide another unforgettable summer to so many deserving children! I'd like to personally thank you for your amazing contributions. Your continuous support has kept this magical place that we call home alive for generations!! Thank you. 105 days (and counting) until the first campers get here!!

Kayla Anglese  
HH Camp Director

Executive Director update

With the hard work of our staff, volunteers, and committee members we not only achieved our 2016 goals but exceeded them! The LGFAA had record attendance at Holiday Home Camp, OWLS and our special event fundraisers. Its with your support and philanthropy that has allowed us to serve more children then we have ever been able to in our 130 history!

Once again I am extremely proud of all of the accomplishments we have poured our hearts into achieving. The dedication to our mission and our participants is truly incredible. THANK YOU! When I say WE, what I mean is EVERYONE that has generously given their time, talents, or treasures so the LGFAA so selflessly. These gifts allow us to create a positive impact in the lives of those we serve.

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

Bradley Cripe, Executive Director

LAKE GENEVA FRESH AIR ASSOCIATION

HOLIDAY HOME CAMP • OWLS LEADERSHIP