



Providing A Fresh Air Experience To Underprivileged Youth
Lake Geneva Fresh Air Association
PO Box 10, Williams Bay, WI 53191

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Holiday Home Camp

was established 135 years ago in 1887.

In a letter to his family in 1888 Vincent van Gogh wrote,

“...because I always think that we need each other, and the sunshine and fine weather and the blue air, as they are the strongest remedy. “

We agree with the famous artist, and to this day The Lake Geneva Fresh Air Association through the work of Holiday Home Camp and O.W.L.S. continues to uphold very similar key principles as part of our mission.

We cant help but ponder the following. Did Mr. Van Gogh have these amazing revelations after spending his own restorative time in nature?

Or did he perhaps he find one of our camp brochures...

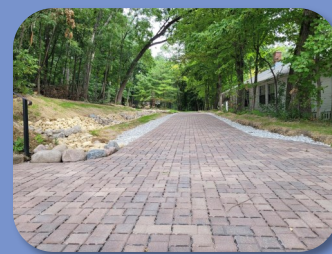


ENVIRONMENTAL RESPONSIBILITY SAVING THE LAKE & HILLSIDES FROM EROSION

Our beautiful lakefront is understandably one of the most popular features here at Holiday Home Camp. For over 135 years kids have been taught how to swim, fish, boat, and enjoy the water in the natural setting of Geneva Lake. It is such a large mainstay in our daily camp lives that its easy to take overlook the small changes that happen over time.

Over the last few decades the lakeshore and the paths leading to it have changed dramatically. One of these negative changes that was most noticeable is the erosion due to heavy storms. The large volumes and speed of water not only carry nitrates from neighboring run off, and oils from road grime, but also destroys any unprotected areas that are easy for the water to traverse on. Unfortunately, this storm water found our waterfront access path as the perfect thoroughfare. Over the years, many temporary solutions were attempted to help curb this annual destruction, but alas were indeed proved to be only short lived fixes. The continued erosion from flooding not only washed debris and chemicals into our beloved lake, the rushing waters path also destroyed our means of emergency access as well as allowing safe passage for campers to the lake.

Fast forward to 2018 - Brad and the team sought out experts in the field of storm water mitigation and erosion control to help weigh in on a more natural and permanent fix. With the help of these experts, a detailed plan was created in 2019, that included rocky swales, natural deep root prairie grasses, multistep drainage, and permeable surfaces that allowed for filtering while ushering the water on its way to the lake. This was a perfect solution! The plan addressed erosion by slowing the water & reducing the volume, all while filtering it through natural means so that debris and chemicals didn't reach the lake! The next step was gain support to pay for it all. The team began a community based funding campaign and secured donations for the project in the spring of 2020. Then, as we all know - covid shut everything down.



The project was eagerly revisited in early 2021, only to find all costs had tripled. Construction bids from out of town companies suffered massive increases and threatened to halt the project entirely. Fortunately, our driven team was determined to find a solution that fit our needs and the budget. Local businesses were brought on board, and the project became more tightly tailored to our needs through a phased approach in combination with being able to keep excavated dirt on our own property.

Once we put shovels in the ground, Phase 1 of the project took about three weeks and the end results where even more amazing then we could have predicted. Not only do we now have safer access to the waterfront for campers and emergency vehicles, we are doing our part to help keep our cherished lake clean and free of contaminants! Even with the recent heavy storms the areas in phase 1 worked so well that the team never even saw surface water, as it filtered through the special pavers, and into the appropriate designed spaces.



With phase 1 working so well we are eager to begin the 2nd and final phase of the project. Phase 2 will allow us to continue this amazing plan by connecting phase one to our main road at camp. This section is another important step in reducing erosion and ensuring the continued easy access for emergency vehicles. During this phase, removal of all remaining patchworked asphalt fillers will occur. This is an important final step to eliminating the potential of debris and petroleum coated road surfaces ending up in the lake. Proper permeable surfaces will complement the drainage and provide the final piece to a fully encompassing facility solution.

To be able to complete this final phase, we are currently looking for additional support, donations, and partners that are interested in helping to become part of the solution to the community wide responsibility of helping to preserve the health of Geneva Lake! If you would like to get involved please contact Brad at 262-245-5161 or Brad@HolidayHomeCamp.org.

We know many land owners on Geneva Lake have erosion issues and are looking for natural solutions. If you would like to take a tour of our facility and get more details on how we helped address erosion, block run off and road chemicals from getting into our lake, and created a plan to naturally address water mitigation, please contact us! We love to share information and show off all of our projects positive attributes!

We would like to give an extra special "Thank you!" to the amazing Family Foundation that helped us get things started and believed in us when the going got rough! Thank You!! In addition we would also like to thank the following groups for their support on the project: Lake Geneva Garden Club • Geneva Lake Conservancy • Geneva Lake Association • B&J Landscape Services



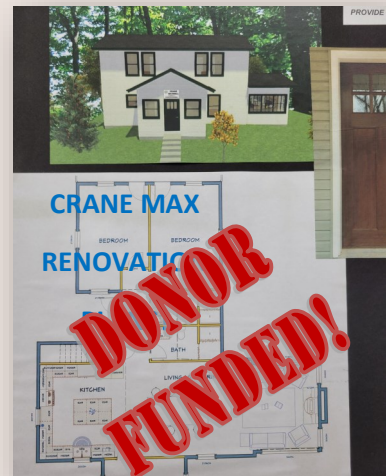
CAPITAL CAMPAIGN PROGRESS

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 1.7M dollars! The Capital Campaign is well on its way to our 2M goal, and we are on the path to successfully accomplishing all of our objectives. There are still 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 needed projects include, repairing the nature stairs from lower to upper camp, updating the waterfront, retrofitting girls village for winter usage and much more!

If you are interested in helping with a capital 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! THANK YOU!



Bradley Cripe,
Executive Director



OUR PROUD ANNUAL CORPORATE SPONSORS CONTINUE

TO HELP MAKE THE HHC MAGIC POSSIBLE!



O.W.L.S. A PURPOSE TO THE PROGRAMS

Wow! What an amazing season we had here at OWLS! The end of the season is always a melancholy feeling knowing that camp won't be bustling with participants and campers for a while. Instead, we transition to evaluating, tweaking, and celebrating the AMAZING experiences that all of us as stakeholders helped create.

We accomplished some incredible feats of Fresh Air. This season, we were blessed with hosting 2,346 OWLS participants. Teambuilding programs, weddings, kayaking excursions, climbing and ziplining, luncheons, reality shows, camp outs, fundraisers, parties and more were some of the unbelievable events that the incredible OWLS team provided. We are back in full swing and used everything from the OWLS bag of tricks to create engaging and reflective experiences.

Let's not forget about Camp! The OWLS team worked incredibly close with Holiday Home Camp campers. To kick things off, were the incredible skills sessions. OWLS was integrated even more this summer by being included in campers self selected individual morning skills! We were the most excited about this new option for campers to grow their confidence and reach new heights. Campers who signed up for the OWLS Skill climbed our climbing tower, High ropes course, and Ziplined through the trees. We've selected these activities to focus on confidence-building, improved physical awareness and trust-building. Our team joined cabins for meals, fostered relationships with campers, sang and danced at the opening and closing campfires, and provide support for Holiday Home Camp. Over the season, OWLS and Holiday Home Staff create outstanding bonds that last forever.

We are also excited to announce that our flagship OWLS event is returning this winter! This Bears vs Packers :Tailgate Hoot" event is one not to miss! We will have tons of prizes, contests, great food, and drinks! This annual event funds all of the above OWLS activities for Holiday Home Camp Campers! For more details visit us online at LakeGenevaFreshAir.org/donor-events

- Climb on!, Mark.



Mark Feldman,

Assoc. Director OWLS



Double the events – Double the fun! Join us for the seasons most popular events!

You are cordially invited to
Holiday Home Camp's 7th annual...

Christmas for the Kids Dinner & Fundraiser

Dinner | Program | Carolers | Raffle Prizes
Silent Auction | Live Music | \$100 a ticket

December 1, 2022 @ 6pm
Holiday Home Camp, Founders Hall

Join us for an evening of celebration
and help send packages to over 600
kids this holiday season!

SUNDAY, DECEMBER 4TH, 2022 - 11 AM - 4 PM

OWLS OUTDOOR WISCONSIN LEADERSHIP SCHOOL TAILGATE HOOT

RAFFLES - SQUARES - 50/50 - PRIZES
TAILGATE EATS - CASH BAR
13 FT. LED SCREEN
EAT - DRINK - PLAY - RELAX & WATCH

BEARS VS PACKERS

ARE YOU A HOLIDAY HOME ALUMNI?

KEEP THE CAMP SPIRIT GOING WITH CAMP EVENTS, VOLUNTEER OPPORTUNITIES,
CONTESTS AND UP TO DATE CAMP ANNOUNCEMENTS!

JOINING US AT OUR VERY OWN HOLIDAY HOME CAMP ALUMNI
FACEBOOK PAGE!

MORE WAYS TO GIVE...

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.

- 7/8 Passenger Mini Van
- Painting Volunteers
- Upholstery work for boat seats
- Costume donations
- New flooring for our Health Center
- Seasonal Maintenance volunteers

For supporters that want to give the perfect gift directly to campers programs, please visit our new 2023 wish list on amazon.com



The Waterfront Fall 2022



HOLIDAY HOME SUMMER CAMP

Summer, please come back!! This feeling is all too familiar now. Looking back on an incredible time full of joy and delightful memories, the unwelcomed end to summer has arrived once again... but it's not without celebration!

A summer that was described by many in the industry as 'the most challenging COVID-19 summer of all'. I can wholeheartedly say that I would not use these words when analyzing our summer at Holiday Home Camp. We had a camp full of campers and a staff full of mentors... what more could we ask for?!

Another spectacular experience was delivered to our deserving campers – that we can be proud of! In Spring, I asked what we wanted to achieve this year. Our goal was to not just experience, but to embrace. From the moment we began our staff training period I could tell we had the team to fulfil that goal. Our team were ready to embrace a mixture of feelings, because that's exactly what a camper experiences when spending a week away from home in a new environment for potentially the first time! Feelings of adventure, exhilaration, anticipation, but also anxiety and vulnerability, were visible within the group. As a Camp Director, watching a staff member utilize the tools learned during our training period to promote positive values in our campers is gratifying. Providing an environment that brings stability and guidance, but also adventure and opportunity is why our campers love coming back to HHC. Watching them bounce out of their seats on arrival to hug their favorite counselors from the previous year never gets old!

Thanks to our spectacular team of support staff, special/theme days were a HIT! Camp Olympics gave an opportunity for our campers to compete and show great sportsmanship. Disney Day & SpongeBob Day allowed them to express themselves as their favorite animated characters! A special mention must be made for Carnival Day. To say that is was a blast would be an understatement! We had several classic games taking place in the Friendship Pavilion. From ring toss to mini-basketball hoops, campers could earn enough tickets to get a cool toy from the prize table, enjoy a delicious a shaved ice or even pie their favorite counselors!!

The ELITE Teen Program at HHC continues to shine. This summer, during ELITE Week, we welcomed 16 former-campers to the program who submitted some wonderful applications. The way our Sophomores, Juniors and Seniors made this new group feel included was something that filled us all with pride. This group clearly understands the purpose of the program and how they can utilize it to make positive character and career developments by showing a willingness to succeed, regardless of the challenge. Not only that, but they are taking the time to build their own culture and set an example in how they act. This was especially evident during their CIT (Counselor in Training) weeks where they assist a counselor in being responsible for a cabin during the summer sessions. The quality of performance has risen to a new level. Our Sophomores are setting a standard that even our Seniors could be proud of! We're so excited to kick-off the new ELITE season which takes place throughout the school year. By the end of it, I have no doubt that we'll be adding many current Senior ELITEs to an exciting HHC 2023 staff!

In a Camp Director's world, summer is Christmas, and that means October has a resemblance to January. The start of a new year. The preparations for a spectacular HHC 2023 are underway in all departments with one goal in mind... not just bigger, but way better!



George Pascoullis,

Holiday Home's Camp Director