

There is always that one summer at camp that you evolve ... into you!

Say the word "CAMP!" and try not to smile! It is one of those fun words with a rich history of fantastic memories and positive life guiding experiences. If you did not have a "camp" experience, believe us when we say there is nothing quite like the growth, independence, and lifelong friendships that are cultivated at camp. Better yet – we invite you to schedule a visit and see for yourself! This summer you will no doubt see more smiling faces than ever before! (even if they are covered up this year.)

At LGFAA and have been serving kids and creating smiles for 133 years! (Even in 2020 when we had to host virtual camps due to the Pandemic). With the dedicated support of our staff and community the Lake Geneva Fresh Air Association has been built into a strong organization that has more vigor than ever. We are proud to announce that due to this support we ARE hosting in person Camp for Summer 2021 making it our 134th year serving kids!

Kids deserve to be given enriching experiences, as it is from those experiences they become bigger and better citizens of the world. Holiday Home Camp has grown to host 700+ campers each summer and with careful planning and safety guidelines in place we are excited to be able to do so again this year! Our kids NEED camp, and the socialization and freedom it boasts. Like many others we had to adjust while finding new ways to serve our mission and our campers, and we couldn't have done it without YOU! Our donors provide a community of support that are a key part of making what we do possible. The Holiday Home Camp experience is not only about providing a safe, enriching, and fun opportunity for the underserved kids in our programs, but its also about cultivating leadership in our teens and even providing job opportunities to young staff! These experiences are made possible with help from our Board and community as you generously give your donations of time, skill and money make everything bloom. THANK YOU for what you have contributed but also THANK YOU for looking to dig further and give more this year as Holiday Home Camp gears up to be one of the only resident camps hosting kids from Illinois!!

I look to you, as Donors and Supporters, to foster an enhanced culture of Philanthropy at Holiday Home Camp as it is essential to ensure that we create a secure future while enhancing the HHC of today. Contributions to our capital, scholarship, endowment and other funding efforts have created great opportunities. We have been able to engage more people in our community, develop and implement strategic planning initiatives, deepen the impact of an integrated camp curriculum, expand our resources for campers and staff, make camp affordable and accessible for families and campers in need and maintain the important foundational pieces of what has helped HHC become one of the greatest camps in the Mid-West for generations.

One of our programs is to develop a legacy program where we are to memorialize every Camper by having their name on a spot in the rafters of Founders Hall starting this season. This will be one of the spots that Campers can know that they are being thought of every Summer as each new Camper sees who has come before them as well as knowing they are thought of and mean something to us all. Another project, Brad, the Board and I are to be working on this year is the Junior Advisory Board Development Program so that we can have an informed, enthusiastic and dedicated Leadership program for years to come. We welcome your inputs and counsel on this as it will help steer our canoe for the next generations of Holiday Home Camp!

We look forward to this Fabulous 2021 Camp Season and as always let us know how you can support the LGFAA initiative and how we can improve.

Cheers! Andrew



Andrew Fritz

President, Board of Directors
Spring 2021



CAMP IS ESSENTIAL

In 2020 when safety guidelines prohibited us from running in person summer camps we were devastated. As camp professionals we have the privilege of seeing the impact a well organized camp experience can have on a child's development. During times of uncertainty Holiday Home Camp has proudly been a constant for hundreds of kids each year. HHC is their the safe place, their place of discovery, their place to find unconditional support, their place to enjoy nature, and their place to grow. We knew our kids desperately needed HHC, their place, back as soon as possible. We cant deny it, it took us a minute to come to terms with our own loss of summer 2020 as HHC means as much to us as it does to our campers. After a brief moment to regroup, our staff did what we as camp professions and agents of change always do - we focused on the problem, then got serious about a solution.

Our first step was to reach out to the experts and found the CDC was far too busy to offer any camp guidelines and the state officials, while well meaning, had little information to pass on to us. We quickly realized that if camps wanted to reopen, we were going to have to create our own set of industry guidelines. If we wanted change, if we wanted CAMP back for 2021, we would have to work for it.

The HHC team in conjunction with American Camp Association– Illinois, the States of Illinois & Wisconsin, many of our friends, contacts, and industry peers all met virtually multiple times a week to highlight our industries importance, collect data, educate our governmental leaders, and set the stage for change. People began to take notice of the collective forces and from March to June over 2,300 camp professionals joined the efforts as we collaborated on workable solutions for camps.

This was no small task, and at times it seemed like we tackled a bit too much, but we all kept at it. We mused about teachable moments while encouraging each other as if we were helping campers navigate new or difficult situations. We reminded ourselves that we had to persevere, we had to bring camp back for 2021!

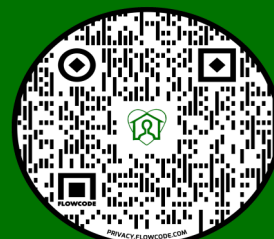
As impact data began to pour in, we were able to build guidelines. Once we had guidelines drafted, the health departments started turning to us for advice on developing their own tools. When the data and guidelines began circulating, our governmental offices began requesting to meet with us as "experts" while they formulated rollout plans to be put into place. This was real progress!

When we began this process we were just "those camp kids". Camp was not being viewed as an important part of a young persons physical/mental wellbeing and development. Camps were only seen as recreation. By highlighting the impact camps have on health, development, economy, jobs, etc. we opened the doors that allow us to have professional conversations - which lead to camps being taken seriously and labeled as an essential business!

Just proves once again to never underestimate the power of camp and a group of motivated "camp kids".

Special thanks to HHC staff and all of our supporters that helped us be agents of positive change in 2020-21.

From March to June 2020, 2,300+ camp professionals collaborated on developing innovative solutions to facilitating camp programs with attention to safety guidelines and reducing the risk of COVID-19 exposure.



ARE YOU A HOLIDAY HOME ALUMNI?

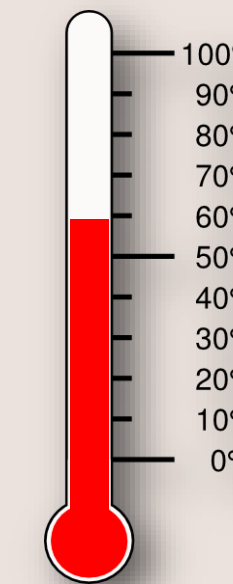
KEEP THE CAMP SPIRIT GOING BY JOINING US AT
"HOLIDAY HOME CAMP ALUMNI"
FACEBOOK PAGE!

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 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, renovating the kitchen of our beloved Founders Hall, updating the Crane Max building into a corporate retreat center (see picture), 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!

RE-LEARNING TO FLY!

The Sandhill Cranes are here once again, filling the sky by the hundreds and thousands! Trumpeting their unmistakable wail, letting us know they have arrived. Going all the way back to 1985, the migration of the sandhill crane has marked the start of a new OWLS season. With the new season comes enthusiastic staff, participant breakthroughs and facility updates. Almost a full year has gone by with minimal in-person programs, everyone will be relearning to fly this year.

Learning to fly for new and returning staff will take on a brand new meaning this year. In five short weeks, our 2021 OWLS team will come together for the first time, meeting up at our Adventure Activities Leadership Training. OWLS has run this training since the early 1990s! In the year 2021, We have retained the classic structure of OWLS training while overhauling the activity content to fit the needs of physical distancing, increased sanitary practices, and the proper and constant use of nonpharmaceutical interventions (NPIs).

With the significant lack of face-to-face time with groups of peers in 2020, we know OWLS participants might be hesitant to take to the skies. Everyone is aware of the impact that the pandemic has had on the social-emotional wellbeing of young people. Words cannot stress enough how important the experience of engaging peer-to-peer will be. Participant breakthroughs are going to be unbelievable this season. I imagine staff and participants alike will see remarkable breakthroughs of participants rediscovering self-confidence, standing up for one another, stepping into the unknown, and being together. There will ultimately be opportunities for participants to grow everywhere we look. It will be up to them to make sure they take off without leaving the lessons they have learned behind.

Lets not forget about Camp! As always, the OWLS team will work incredibly close with Holiday Home Camp! OWLS will facilitate a high end training experience during an HHC staff teambuilding day as well as deliver OWLS days during each session for campers. We will join cabins for meals, foster relationships with campers, sing and dance at opening and closing campfires, and always provide support for Holiday Home Camp. Over the summer, OWLS and Holiday Home Staff will create outstanding bonds that last forever. Many of those bonds will be formed in the building known as "Crane."

In A Sand County Almanac, Aldo Leopold heralds the 2.5 million-year-old Sandhill Crane, "Their annual return is the ticking of the geologic clock." Long before the trumpeting call of Sandhill Cranes signified the return of an OWLS Season, the Cranes filling the sky represented the passing of the cold, dark, winter, and the incoming of Spring. A time to relearn to fly.



Mark Feldman,

Assoc. Director OWLS

MORE WAYS TO GIVE BACK...

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



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

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!

amazon smile

- Tree Trimming
- Tow behind water tubes/mats



Providing A Fresh Air Experience To Underserved Youth
Lake Geneva Fresh Air Association
PO Box 10, Williams Bay, WI 53191
262-245-5161

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VOLUNTEERING

With safety guidelines in place and spring right around the corner, there are new opportunities to get involved every month! We enjoy customizing your volunteer experience to reflect your interests! If you'd like to help, then we'd love to have you or your group.

Spring projects, summer programming, event help and more!

Call us at 262-245-5161 to get involved.

HHC GALA is back!
Join us Aug 7th
For dinner and celebration!
Save the date

Upcoming Donor Events - www.Lakegenevafreshair.org/Donor-events

STAY CONNECTED WITH US ON SOCIAL MEDIA



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Lake Geneva Fresh Air Association

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SPRING 2021



HOLIDAY HOME SUMMER CAMP

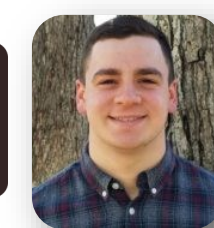
WE'RE BACK! Following one of the toughest years in a lifetime, a camp season feels like it's coming at the perfect moment. The negative impacts on the mental and physical health of our youth during the course of the pandemic have been well reported. Lack of social interaction, long-term remote-learning, limited opportunities for physical activity, and minimal time spent outdoors have all contributed to spikes in reports of depression and anxiety in our youth. Summer camp can prove to be a major part of a solution that will see our young people thrive once again and regain the chance to attend this unique environment that builds in ways no other can.

There is full belief from everyone at HHC that we can provide a fulfilling and, more importantly, safe experience for our campers this summer. We have and will continue to take extensive action in combatting the risk of the virus at camp. The necessary logistical changes have been made with thought to keep our camp families, our staff and our beautiful site safe. In our attempts to let this be known to all associated with HHC, we have added a 'COVID @ Camp' FAQ section to our website. Here you will find information on what we're changing to our transportation procedures, how mask-wearing and social-distancing will be implemented, and more. Currently, federal and state guidelines continue to alter and we assure our participants that we maintain a proactive stance in relation to these.

In our most recent Fall Newsletter, I targeted building a powerful team of passionate individuals to serve our mission better than ever... and we're so close! Despite the challenges of mostly virtual recruitment, we've been able to identify some incredible candidates, most notably, 11(!!!) former-ELITES! The pride of going one end to the other, camper to staff member, continues to grow with every year that passes and it's no surprise to see, once again, a large representation of ELITE graduates. In a year that will challenge like no other due to uncontrollable variables, staff will need to be on the top of their game... and I have no doubt that they will be.

Let's talk Theme Days! We love to keep things fresh for our campers by adding new themes every summer. This year, joining a line-up of fan favorites like Harry Potter Day, is Time-Traveller Day! 'If you want to know the future, look at the past' they say. Time-Traveller Day will take us throughout the decades before us in search of activities we can give a modern-spin! Also joining the line-up this year is Carnival Day. I have a feeling that I'll be cleaning a lot of pie off my face during that one!

With so much to look forward to this summer, join me in bringing it all together... it's Water Day, the sun is shining, the lake glistens, the joys of a muddy water slide are heard from Lake Geneva and back. More than one life will be changed at HHC this year. Thank you for the continued support, now let's give these campers the summer of a lifetime.



George Pascoulis,

Holiday Home's Camp Director