

Hope Happiness and Change

IF YOU MAKE THE WORLD BETTER FOR KIDS, YOU MAKE THE WORLD BETTER FOR EVERYONE! THE KEY IS FINDING HOPE!!

What does HOPE mean to you? Why is it important? How does hope make a difference in the direction of our campers' lives? HOPE is that feeling inside us that gives us the strength and courage to overcome the obstacles in our lives and keep reaching, working and fighting for that "something better" that awaits us. WITH HOPE, AN AMAZING FUTURE IS POSSIBLE.

Fact is, we live in challenging times and now, more than ever, we need to help children of all walks of life find HOPE for their future. The sad reality is that so many children are living in unhealthy, unsafe and difficult environments. For them, their circumstances may at times feel hopeless.

HHC has been a beacon of that Hope for generations! When Campers arrive, the look in their eyes often tells the whole storyof where they came from, what they have experienced and what they are hoping for. Holiday Home Camp sets the stage for those who are searching for "something more" by providing a safe, peaceful, positive, supportive, and life boosting nature based experience.

I think we can all relate to these children in our own lives. We all want that supportive connection that helps us be the best version of ourselves, the place that helps us see that there is always HOPE. I've always believed when you're faced with life challenges that feel insurmountable, it takes determination, perseverance, willpower and faith to help you put one foot in front of the other. Here at HHC, I've seen firsthand how those character-building blocks are being instilled in the campers through mentorship, and life-changing experiences that are transforming their lives.

Thanks to the incredible staff and counselors, these children are learning... CHANGE IS POSSIBLE... and they are reminded every day... that they are supported with love and caring all around them. These campers are connected to nature and something bigger that gives them the self-esteem and self-worth to make their dreams a reality.

That's what makes Holiday Home Camp so unique and why I'm so passionate about the work that's being done here. This is a house of hope for campers throughout the year. The campers receive birthday cards, holiday gift packages and little notes that become and acts of kindness that gives them HOPE all year long.

What I also love about Holiday Home Camp is how the community has supported the passion and mission for 136 years. The Support has been generational from one family to another... including my own family. My parents, Ulla and Bertil Brunk, supported HHC from the time they came to Lake Geneva in the late 1950's. They saw how this camp was changing children's lives and wanted to give whatever they could to help make a difference. Through the years their commitment grew and was instrumental in some of the structural developments at camp. In 2021, my mother was recognized as one of the Legacy Honorees at HHC. Thanks to the legacy of support throughout the on going generations of supporters, we can now look to the future and expand our community base of support so that this camp can flourish for many more generations to come.

As the new President of the HHC board, I feel very blessed and honored to have this opportunity to further this camp's mission to provide LIFE-CHANGING HOPE, STRENGTH, MENTORSHIP, PEACE AND LOVE TO SOME OF THE MOST UNDERSERVED CHILDREN IN OUR POPULATION.

I feel blessed to follow in the footsteps of our previous leaders who have made an indelible mark on the growth and future of this camp, and I pledge to carry to the torch to help keep the flame ignited and spark a blaze of HOPE for future campers and the capital campaign initiatives we are working hard to complete.

Together, AT HOLIDAY HOME CAMP, we can shine a light of hope and joy for children in their darkest days, bringing them strength, courage and hope for tomorrow.



Anne Brunk Peterson
President of the Board



CREATING A POSITIVE CULTURE. ACTIONS AND IMPACT MATTER!

Think back to your formative development years. Did you have a mentor or role model that stands out? What made them a positive mentor? Perhaps they did something provided that "ah ha" moment for you. Did their comments change how you think about things, did their actions influence your actions?

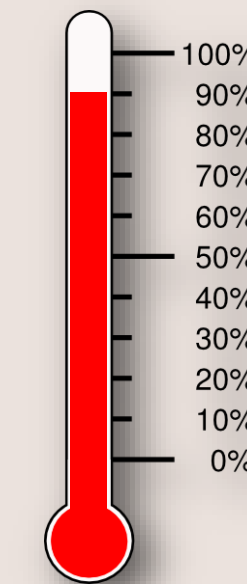
Our attitudes convey a message to the people around us everyday. In a time when negative headlines and polarizing social media stories affect us all, a kind word and a smile from someone in your life can go a long way! What if we took that practice even further. What would happen if purposeful kindness, and positivity was intentionally part of our daily routine. This ongoing positive impact would build an amazing culture. Within this culture people would often look for reasons to celebrate and promote the good in one another while helping each other grow. People in this group would be part of something unique, something truly special. This special place is the Lake Geneva Fresh Air Association's very own Holiday Home Camp! The quote left on a camper survey says it all. "Camp is like real life only waaay better". That's a serious genuine testimonial with not one, not two, but three "a's" in way better! This special culture is one of the many reasons why there is no place like CAMP!

Everyone likes to hear about positive culture. At HHC its more than just a buzz word because Holiday Home camp is so much more than just a camp. What makes the culture at HHC second to none? It starts with attitude! Our leadership and staff know that it takes more than a few fancy words to make impact in a child's life. Studies show that only 7% of effective communication is the actual words that we use. The remaining 93% is about the attitude!! Staff are happy, engaged, present, well trained, have support, and are excited to be mentors. Afterall, many of the staff were former campers and ELITE teen program graduates who have worked their way up summer after summer to be here! These amazing staff know their role, and how critical of an influence their actions have on the next generation of camper and leaders. Holiday Home Camp is proud of the connection this type of attitude creates. This coveted connection is one of our 3 "R's". Connections forge the positive **Relationships** that our staff and campers build over weeks, summers, and years while being part of our family.

At HHC another one of our goals is to use our natural environment and influence as a platform to create a positive impact on the campers we serve. Purposeful programing, mentorship, new opportunities for growth and exposure to the natural world all set the stage to create a sense of **Responsibility** in our campers. By following our 2nd "R" at camp, our young leaders feel safe in knowing that they will be supported in taking healthy risks, meeting new people, and helping to build up their cabin groups. Campers frequently show that they can be responsible for their own actions, help each other, be positive champions of camp AND keeping track of their socks! (Responsible Edit: The very large bin of single socks at the end of the summer may provide evidence contrary to the former sock statement.)

Our third and final "R" is an important combination of the first two. Within a positive relationship, when you take responsibility for your actions and reactions you have the opportunity to create **Respect**. Respect is hard to earn, easy to lose and important for creating a lasting culture of impact. Our staff and campers know that while we may not always agree on everything, we will always strive to have respect for one another, do what's right, listen, and promote the importance of creating a supportive culture of acceptance at camp.

HHC is truly a magical place. As the camp song goes "It's the best camp in creation, and its name is Holiday!" A special thank you, to all of the supporters of The Lake Geneva Fresh Air Association, Holiday Home Camp and OWLS. Its with your support that we can continue providing our Three R's in this magical place to over 45,000 campers since welcoming our first group of campers in 1887.



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!



OWLS Spring is in the air!

OUTDOOR WISCONSIN LEADERSHIP SCHOOL

As spring finally arrives in Wisconsin, we are reminded of the renewal and growth that this season brings. One of the surest signs of the season is the return of the sandhill cranes to Wisconsin, an iconic symbol of the state's natural heritage. As the cranes migrate back to their summer homes, we too are gearing up for a rewarding year of leadership development, experiential education, and high adventure.

Last year was fantastic for OWLS, we hosted a total of 2,435 participants ranging from 5 to 72 years old! We ran programming for 37 unique groups from 4 different states. We were honored to host the Lake Geneva Garden Club's Awards ceremony and luncheon in the beautiful Friends Pavilion. We are grateful for everything the LGGC does to support us.

In the spirit of growth and renewal, we are also thrilled to announce the hiring of our new Program Coordinator, Barb Wells, and new Outdoor Instructor, David Shapiro, paddlesports and environmental education guru. Their expertise and enthusiasm will be valuable assets to our team as we continue to provide unforgettable experiences for our guests. We are always seeking dedicated and passionate individuals to join us as part-time outdoor instructors and volunteers. Whether you have experience in facilitation or are simply looking to learn new skills, we have opportunities for you to get involved and help us create exceptional experiences for our guests. We'll even provide training!

As we welcome another season of programming at OWLS, we are filled with excitement and anticipation. We are eager to continue our mission of providing transformative experiences that help our participants develop leadership skills, deepen their connection to the natural world, and build lasting relationships.

We thank our participants, partners, and supporters for their continued enthusiasm and dedication to our programs. We look forward to working with you to create meaningful and memorable experiences that will last a lifetime.

Thank you for being a part of the OWLS community, and we look forward to seeing you soon!

-Climb On!



Mark Feldman,

Assoc. Director OWLS



Lake Geneva Fresh Air Association
PO Box 10, Williams Bay, WI 53191

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It's time to
come home



ALUMNI STAFF

RETREAT WEEKEND
MAY 20, 2023

WE WANT TO...

COMPLETE A PROJECT THAT
BENEFITS CAMPERS THIS SUMMER

DISCUSS OPPORTUNITIES FOR
FUTURE ALUMNI INVOLVEMENT

REVIVE ALL THOSE STORIES AND
MEMORIES CAMP GAVE US

GAIN INSIGHT INTO FUTURE HHC
PLANS

WHY?

RECONNECT
WITH OLD
FRIENDS

MEET STAFF
FROM
DIFFERENT
GENERATIONS

SEE HOW
CAMP HAS
CHANGED!

If you've worked a summer at HHC, you know exactly how important this place is, not only to our campers, but to all Alumni Staff. We know that YOU often have the BEST ideas and that's why we believe it's time to build the foundations for something that we can be proud of while creating a platform for future Alumni Staff involvement at camp...

HHC ALUMNI COMMITTEE

Sound like something you want to be a part of? Join us at the Alumni Staff Retreat Weekend on Saturday, May 20th and let's make it happen!

REGISTER TODAY!

\$50

Food + accommodation included

Price includes donation towards Alumni project

*Partners welcome for additional \$25

A PARTY WITH A PURPOSE

SAVE THE DATE



LAKE GENEVA FRESH AIR ASSOCIATION
PRESENTS

2023 HOLIDAY HOME CAMP
GALA - DINNER & SUMMER PARTY!

SATURDAY JUNE 10, 2023

OTZEN-VAUGHAN FRIENDS PAVILION
100 HOLIDAY HOME CAMP RD
WILLIAMS BAY, WI, 53191

REGISTRATION OPENS APRIL 3RD
EVENT SPONSOR & VIP TABLES ARE AVAILABLE

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 links on our website! www.LakeGenevaFreshAir.org/



The Waterfront

Spring 2023



HOLIDAY HOME SUMMER CAMP

Since you last heard from me in the fall, winter has come and gone once again. What remains a constant is our desire to continue giving our community a reason to feel pride in being involved with Holiday Home Camp and the Lake Geneva Fresh Air Association. Another year of summer camp beckons and, as always, I CAN'T WAIT!

The ELITE program is growing! After receiving some incredible applications from former campers entering their high school years, we were forced into accepting a higher number than usual! As part of the application, teens must submit a short essay that explains why they want to become an ELITE. The mentality these young people possess to better themselves, but also add to the experience of our younger campers is evident throughout. Although I can't cite every essay received, I will give you a snippet of one in particular that I believe summarizes this and the importance of our program nicely...

"Camp is really like my second home. When I'm at camp, I'm really at my happiest and I love being around all of the people. There, they make you forget about whatever problems you may have going on at home. They make you forget all about your phone too! I don't want to stop being part of HHC yet. I want to become part of the team that makes the campers feel at home and safe, and that makes them feel like they can do whatever they aspire to do without being judged by others."

As you can see, the future of HHC is in great hands. We've worked so hard over the years to build a culture we can all be proud of and it's amazing to see how invested our campers turned ELITEs are in that.

I believe that the most important component of a great program is having a passionate team to deliver it. We could have all the facilities we ever dreamed of, but without a team of rock stars who inject energy into everything we do, it would all be worthless! A large portion of the winter and spring months are spent building that team, and we are looking really good once again this year with a strong core of returners combined with a new group of auspicious individuals! If you've ever met our camp staff in the past, you'll know that we like to bring them in from pretty far... and I'm not talking about Michigan. This year, we'll say hello to staff members from Mexico, Colombia, the U.K., Australia, New Zealand, Hungary, and Nigeria! Our Internationals will be arriving on May 29th ready for staff training, and much like myself and our campers, they cannot wait!

The final stretch begins! On June 13th, our first campers will arrive. Some of them return to their second home at HHC, and others await to discover what will become that for the rest of their lives. Before then, we look forward to a successful Alumni event on May 20th! We'll combine generations of staff to share memories of what has been, and focus on what will be when we complete a project that will directly impact our campers this year!

From the camper whose life will be changed by Holiday Home Camp this summer... thank you for your support! My non-negotiable this year, like every other, is that this will be the best one yet. See you on the other side!



George Pascoullis,

Holiday Home's Camp Director