



IN THE SPOTLIGHT

Abercrombie & Fitch

EST. 1892

Abercrombie & Fitch

NEW YORK

Describe camp in three words: Home, happiness & life-changing

Our organization has volunteered at Roundup River Ranch since: 2013

Tell us about your organization: Abercrombie & Fitch Co. is a global retail leader comprised of three lifestyle brands: Abercrombie & Fitch, abercrombie (kids), and Hollister Co. We market to the most aspirational customers by offering the highest quality, All-American, casual clothing. Our mission across all three of our brands is to enrich the lives of children and teens through health and wellness programs and contributing to our communities both locally and globally.

In what volunteer role does your organization serve at Roundup River Ranch? In 2016, we announced our five year, \$15 million commitment to SeriousFun. We have

been linked to SeriousFun since 2011 when we began a relationship with member camp Flying Horse Farms, which is located outside of Columbus, Ohio, near our headquarters. Driven by a groundswell of associate enthusiasm, this partnership with Flying Horse Farms has expanded into one with the entire SeriousFun Children's Network.

This commitment includes our Camp Counselor program, established in 2015, which creates the opportunity for our associates to support campers firsthand, while learning valuable leadership and mentoring skills. At least one hundred associates this year will be selected and placed in SeriousFun camps around the world. We are thrilled to be able to send a handful of those picked to Roundup River Ranch for the third year in a row!

Why do you think it is important to volunteer at Roundup River Ranch? Roundup River Ranch perfectly aligns with our core philanthropic mission of supporting the health and wellness of children and teens. We think it is an unbelievable opportunity to be able to change kids' lives at camp!

How has your Roundup River Ranch volunteer experience impacted your organization? Volunteering at Roundup River Ranch has made a lasting impression on a multitude of our associates. We have been sending volunteers to camp for the past couple of years and continue to hear such positive feedback, we had to share some of it below!

"My experience with Roundup River Ranch has been nothing short of extraordinary. In my week at Roundup River Ranch, I actually felt like I was making a difference in the lives of the kids--it was tangible how thrilled they were to be at camp and how much the week away meant to them. I am very proud of the work that I do on a day to day basis at A&F, but the week at Roundup River Ranch gave me great perspective on how much one person can impact the life of another. It was so special. I am so grateful to Abercrombie for the opportunity, and to Roundup for welcoming me to camp."

What motivates the employees of your organization to volunteer at Roundup River Ranch? Our associates are truly motivated to give back! We think that every A&F employee would benefit from the perspective that camp provides. We are thankful to be able to give the opportunity to live in the moment and see the world through the eyes of children.