



# Imagine the Magic of camp



Roundup River Ranch

*Campaign for Laughter*  
Report to the Community  
2010

## Mission

The mission of Roundup River Ranch is to enrich the lives of children with life-threatening illnesses by providing free, year-round camping experiences with appropriate medical care that are fun, safe and empowering.

## The History of Roundup River Ranch

Inspired by a visit from the Association of Hole in the Wall Camps in 2004, coupled with a visit to a camp in Florida, local community philanthropist Alison Knapp set her mind to helping children in the Rocky Mountain region living with life-threatening illnesses and growing Paul Newman's legacy of camps around the world. Soon thereafter, a leadership team of founding board members was assembled and a goal of building and operating a camp by 2011 was established.

With approximately 35,000 children in the region suffering from a serious illness, and more than 85 percent who do not have the opportunity to attend camp because of their illness or lack of facilities, there was a clear need. In 2006, The Children's Hospital in Denver became the camp's founding medical partner and joined in the mission to provide children and their families with an empowering camp experience completely free of charge.

In 2007 a perfect site was discovered along the Colorado River two hours west of Denver, Colorado on Interstate 70 and east of Glenwood Canyon. A team of professionals were recruited to design, engineer and construct the camp.

Simultaneously, the camp launched a \$20 million capital campaign appropriately named Campaign for Laughter. Because of generous support from individuals, foundations and corporations, the camp completed the campaign in January 2010 and construction is well underway with plans to open in June of 2011.

Once operating at capacity, Roundup River Ranch will serve up to 1,500 campers during summer sessions and weekend programs throughout the year. The camp will serve children from ages 7-17 dealing with a variety of serious illnesses and medical conditions. While at camp, children will discover the simple joy of traditional camp activities that will give every camper a sense of success and hope.



## A Letter From the Board Chair

Dear Friends of Roundup River Ranch,

As I look back on these past four years and all that we have accomplished, it brings me great joy to share a heartfelt thank you as the Founder and Chairman of Roundup River Ranch.

Thanks to the strength of our community of supporters, Roundup River Ranch has reached major milestones many would have considered improbable or even impossible. From successfully completing our \$20 million capital campaign, to commencing construction of our camp, you have helped us succeed in making the dream of Roundup River Ranch a reality. We imagined it and now are creating something magical.

As we plan our final year of On the Road, where we take campers from our region to other Hole in the Wall Camps, I can only imagine the excitement we will feel one year from now, as we anticipate welcoming our first campers to camp. That day, the work we have done to create Roundup River Ranch will come to life as we reach another milestone: empowering children with life-threatening illnesses to have fun, believe in themselves and simply be kids again.

In the meantime, the Board and I look forward to providing many opportunities for you to stay engaged in and informed about our work. Please stay in touch by reading our newsletter, touring the site or, best of all, volunteering at camp next summer.

If I may humbly speak on behalf of our Board of Directors and the Capital Campaign Committee, our hearts are filled with joy. We extend our deepest gratitude for your support and your belief in our shared dream of creating Roundup River Ranch.



Founder and Board Chair



## A Message From the Executive Director

Dear Supporters,

Our work at Roundup River Ranch is simple; we enrich the lives of children with life-threatening illnesses and work to make a difference that extends far beyond a week at camp. In the purest term, we change children's lives.

It is with great pleasure that we announce the completion of the \$20 million Campaign for Laughter. We thank you for helping us during this important chapter in the camp's history. Our capital campaign ensured the purchase of 85 acres along the Colorado River, operations through 2010, and construction of more than 45,000 square feet of camp structures.

Whether you made a contribution, volunteered or participated in our On the Road program, each camper who walks through our doors will be a beneficiary of your generosity. Because of you, thousands of children will attend camp for the first time and the experience will empower them in ways we can only imagine.

We are grateful for our donor community. Together, we will create both new and traditional camp activities that will give children with life-threatening illnesses the opportunity to explore the rugged Colorado Rocky Mountain wilderness, tell campfire stories and experience the things most children take for granted. We will provide all of this with the appropriate medical support close at hand, in a way that is both sensitive to and in honor of the unique population we serve.

Thank you for participating in the capital campaign and helping us successfully complete this first chapter. The staff of Roundup River Ranch and I look forward to keeping you engaged in a meaningful way that supports the mission of the camp. We hope you will join us as together we write the next chapter in our journey, which begins on opening day next summer. On that day, the magic truly begins.



Executive Director



## Just what the Doctor Ordered

Life can be unfair. Kids are supposed to be healthy, but unfortunately life doesn't always deal the "supposed to" cards. Kids are born with serious blood diseases and immune disorders. Their hearts and livers fail them, and they are diagnosed with leukemia and brain tumors. A life of school, vacations, soccer practice and family trips is replaced with a life of chemotherapy, dialysis and other forms of treatment. There are long days spent in the hospital and months of isolation at home. Kids and their families may come to believe that life will never again approach "normal".

*"Kids need medicine to heal their illness,  
but they need camp to heal their soul."*

"As a physician, it is my job to treat kids with life-threatening medical conditions," said Dr. Lia Gore, Associate Professor of Pediatrics and Medical Oncology at The Children's Hospital in Denver and Chair of Roundup River Ranch's Medical Advisory Committee. "Surgeons, radiologists, social workers, nurses and dozens of other caregivers all work together to cure kids of horrible diseases. Treatment can leave kids weak, sick and discouraged. Medical teams may treat the illness, but there needs to be something else that restores the spirit."

Roundup River Ranch can be the place that starts the living in a child who feels sad, forgotten or hopeless. Kids who bravely endure their treatment may be cured, but they aren't necessarily healed. Healing comes with the magic of camp. Often we say to a child struggling, "I wish I could wave a magic wand and make it all better." While camp can't make illness disappear, it can be a time away from home or the hospital where something very special and unexpected takes place.

"It's sometimes hard to describe how a one-week experience can have an impact on a child, but it does," explained Executive Director, Ruth Johnson. "Meeting other children who are going through similar experiences, and being in a place where they are not labeled the 'kid with hemophilia' or the 'kid with cancer,' is incredibly important to a child's sense of self. It's wonderful for these kids to know that they are not alone."

One of the most magnificent things to witness is a child gain confidence throughout their week at camp. Campers who are fearful and a bit unsure on the first day of camp may be seen laughing and leading their peers later in the week. When having an illness doesn't make you different or set any limits on what you can do, the baldhead or visible scars or missing limb doesn't make you self-conscious; it just makes you one of the gang.

And while camp may only last a week, it is the goal of Roundup River Ranch to provide confidence and hope that will spill over into campers' lives once they leave. Camp will give them a new outlook on the world, a world in which they are free of the burdens of their illness.

"I want every kid to be able to keep a little bit of camp inside them all year," said Gore. "Kids need medicine to heal their illness, but they need camp to heal their soul."

*It really is magic.*



## On the Road Camp

**Chaney, age 11**

Hometown: Denver, Colorado

Diagnosis: Elastin Collagen Disorder

Camp: The Hole in the Wall Gang Camp,  
Connecticut, summer 2009



### Imagine telling the biggest fish tale

Enthusiasm seeps from Chaney's pores. Each morning at The Hole in the Wall Gang Camp, she wakes up bright and early to participate in the "Polar Bear" activity, a popular cabin decision of a mutually agreed upon activity before breakfast. One morning, while playing basketball in the gym with some of her cabin mates, she looks up at her counselor and asks, "Wait a minute, where are the polar bears?" She keeps everyone laughing all session.

It would be hard to describe her favorite activity, because Chaney tried everything during her week at camp. She particularly liked the woodshop, where she made a car that raced in the Woodshop 500. Another special moment for Chaney was catching her first fish. Fish tales aside, we hear it was a huge one! When she visited the boathouse with the rest of her cabin mates, she also learned how to paddle a canoe and practiced her strokes all the way to the other side of the lake.

Camp is a place to increase confidence, and it was truly an adventure that Chaney will remember forever. She has already declared that she wants to work at Roundup River Ranch when she is older so that she can help kids in the same way that her counselors helped her. Since her camp experience, Chaney's family has converted to using Newman's Own products like salad dressing and popcorn. "It's my way of saying thank you to someone who started something special for so many children," said her mother Cindy.

## Camp Programs

Imagine yourself at Roundup River Ranch, taking in the fresh mountain air and listening to the Colorado River. Now envision campers having fun participating in activities that were once dreams from a hospital bed. Through therapeutic recreation, traditional camp activities are designed to foster self-confidence, enhance coping and resilience, and help kids reach beyond the limits of their medical conditions.

Program areas are designed to provide campers with a sense of accomplishment that will help them overcome fears, build new friendships and seek acceptance. At the end of the session, campers will take home a new sense of self-esteem and confidence that has the power to transform their lives.

**Archery** A fun and popular sport where campers receive instruction and practice a new skill. Archery improves eye-hand coordination and gives kids a chance to go back to the cabin and share stories of aiming for the bull's eye.

**Arts & Crafts** With easy everyday crafts that inspire creativity, from paint and clay to beads and wood, this is the place to make keepsakes that are a lasting memory of camp.

**Boating & Fishing** Navigate the water in a paddleboat or reel in a prized catch from an accessible fishing dock. A camper's first fishing expedition is always a success.

**Challenge Course** A trip to the challenge course is a chance for campers to step out of their comfort zone and experience a thrilling new world by ascending a climbing tower or flying down a zip-line. It is also a place for team building as campers work with their cabin mates to maneuver through low ropes course elements.

**Cooking & Gardening** Campers will have the opportunity to plant flowers, pick vegetables and water plants. Then, they can make a delicious snack to share with their cabin mates.

**Fly Fishing** Campers will discover that our camp site is one of the prime fly fishing spots in Colorado. With instruction, they'll be tying flies and casting their rod right off the banks of the Colorado River.

**Horseback Riding** Horses will be incorporated into unique learning experiences with programming designed around goals of the campers. Stepping up on a horse for the first time is an accomplishment in and of itself.

**Nature & Discovery** Campers will have the opportunity to learn more about the great outdoors and skills for spending time outside. They may build a campfire, pitch a tent, use a compass or learn about constellations.

**Photography** Photos from camp help preserve life-long memories. Campers will receive instruction on what makes a great photo as they take pictures of their friends and capture other images that illustrate their camp experience.

**Sports & Recreation** A wide open field allows campers to play a variety of games, from soccer and kickball to relay races and water balloon fights. A blacktop area will allow for shooting hoops and a miniature golf course lets campers practice their putting skills.

**Theater** All of camp is a stage, but at the theater, campers dress up in costumes, play silly games or prepare an act for the weekly stage night. Singing, dancing, juggling and all other talents will be on full display.



"Thank you for giving me a chance to do things in camp  
that I could only have dreamt of doing."

A Hole in the Wall Camper



"I hearby promise now and forever that I will never forget the fun or  
the people or that for a time life was perfect."

A Hole in the Wall Camper



"Just one week at camp taught me I can accomplish anything I want  
as long as I put my mind to it - no matter what my limitations are."

A Hole in the Wall Camper





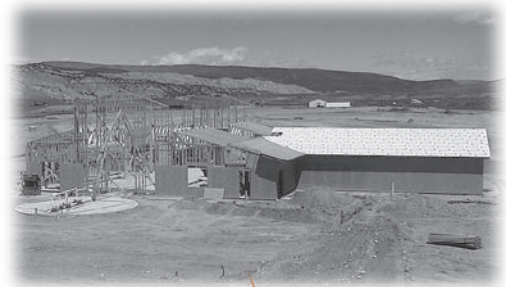
## Campsite and Construction

We are proud to call our 85-acre property Roundup River Ranch's new home. Once construction is complete, the camp will consist of six camper cabins, dining hall, medical center and administration building, staff lodge, maintenance facility, outdoor amphitheater, a lake and many program areas. Approximately 45,000 square feet of structural buildings, water and wastewater distribution and treatment facilities, roads, power and communications networking will be built throughout the site ensuring a wonderful facility and safe environment.

Over 120,000 cubic yards of dirt have been excavated and more than 600 trees and 400 bushes will create a cooling effect bringing new beauty to the main part of camp. Trees range from blue spruce, flowering crab apple, aspen and cottonwoods. In addition, 31.5 acres of re-vegetation will be part of the landscaping including planting native grass seed.

A state-of-the-art communications system will provide immediate communications between all buildings and instantaneously inform emergency services of potential urgent situations. The fire suppression system is an independent system designed to meet National Fire Protection code. A charged pump is ready for any fire department to assist in a crisis with 100 percent of the buildings occupied by campers equipped with fire suppression systems.

The entire camp will meet or exceed American Disability Act requirements. There will be less than a four percent grade throughout camp so all areas are accessible to campers, no matter their ability. Every component of design and construction has been carefully engineered and designed to ensure campers, volunteers and staff are safe while enjoying the beautiful Rocky Mountains.



9 miles north of Dotsero

Dotsero



Aspen



# Camp by the numbers

**1**: the number of cabooses donated

**6**: the number of camper cabins

**12**: the number of illnesses we plan to serve during our first years

**38**: the number of dresses donated to the costume room to date

**60**: the number of balloons released at groundbreaking representing our first group of campers next summer

**85**: the total acreage of Roundup River Ranch

**600**: the number of blue spruce, flowering crab apple, aspen and cottonwood trees being planted

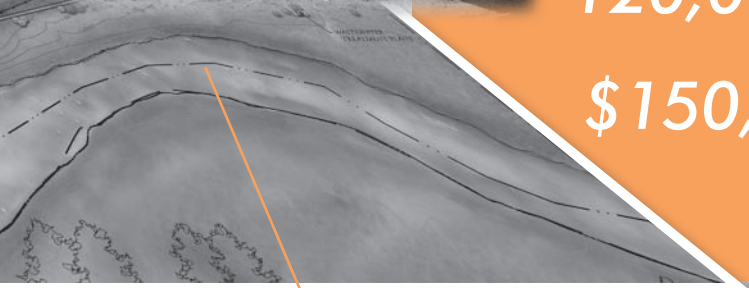
**\$2,500**: the cost of sponsoring a camper for a week

**35,000**: approximate number of children in the region living with a life-threatening illness

**45,000**: the total square footage of camp structures

**120,000**: the number of cubic yards of dirt that have been moved thus far

**\$150,000**: the cost of sponsoring a one-week camp session for 60 campers



## On the Road Program

Going to camp is a life-changing experience. Lucky for us, we didn't have to wait until 2011 to experience the magic of camp. Since 2007, groups of campers from the Rocky Mountain region have had a Hole in the Wall Camp experience through Roundup River Ranch's On the Road program. Over the last three years, 63 campers have traveled with Roundup River Ranch to operating Hole in the Wall Camps around the country to help us imagine what camp will be like here in Colorado.

The opportunity to bring campers to other Hole in the Wall Camps has been an important component of Roundup River Ranch's program development. The On the Road program introduces campers and their families to top-notch programs, facilities and medical care that Roundup River Ranch will provide. It enables camp staff, board members and other local volunteers to see first-hand how other camps operate. Generous donors have sponsored the transportation costs for these campers to fly to Connecticut, Florida, California and North Carolina each summer.

At Hole in the Wall Camps, our campers have participated in transformational experiences and activities. Kennedy's cancer treatments left her bald, but she didn't have to explain why when she arrived at camp. And Marion, who walks with crutches, took as much time as she needed to get to the dining hall. Jazzmon swam for the very first time in her life and Yaa overcame her fear of heights to reach the top of the climbing tower and zip-line her way down. For each of our campers, the opportunity to go to camp and be with other kids who share a similar illness, helps them relate to new friends and feel they are not alone.

Our camper parents have noticed a difference in their kids when they came home, too. "We are deeply grateful for Megan having had this wonderful camp experience," said her mom Jeannette. "She grew so much as a person and was so glad to make friends who also had liver transplants. Camp was exactly what she needed. She's much more assertive, confident and self-reliant. Thank you!"

While On the Road is wrapping up with one final program in 2010, the summer of 2011 is right around the corner. We thank these special Roundup River Ranch campers, who experienced camp before we open our doors, and having the courage to embrace the camp experience early. Their smiles will carry us right into opening day.



## On the Road Volunteers 2007-2009

Tiana Carlson  
Kathy Ferguson  
Jane Hall  
Pat Hammon  
Greg Horvitz

Karen Hutchinson  
Ruth Johnson  
Marliee Kontz  
Anne Milmoie  
Michele Moskowitz

Anne Roberts  
Mark Shaker  
Paul St Ruth  
Erin Tobin  
Susan Washing



**Rick Hermes**  
Principal, Hermes Resort Properties  
General Contractor,  
Roundup River Ranch

Rick Hermes' company, Hermes Resort Properties located in Edwards, Colorado, has been involved in every step of the camp design and construction process. Rick has done far more than simply act as the general contractor for the project; the firm also pledged \$1 million of in-kind services toward construction. Rick serves on the Roundup River Ranch Board of Directors.

Rick is inspired by what he sees when he is at the site. "The camp site is special because it has everything a ranch experience should provide. There are great views, the Colorado River, fishing and tons of fun! The camp is going to provide kids with an opportunity to just enjoy themselves and not worry about anything else."

Families that have a child with a serious illness have many burdens to bear, and Rick wanted to be part of the community that is giving these families a fun, life-changing experience without any financial constraints. "I think that is an important part of the mission," he said.

Asked about his favorite memory so far, Rick cites the groundbreaking ceremony. "Despite minus seven degree temperature, I was pleased to see everyone gathered together and support the camp, especially on a cold day!" He has also been inspired by the challenge of mixing the old with the new at the site. "The Homestead Cabin is probably my favorite camp building. I think it's great that we were able to preserve the site's ranching heritage while integrating new buildings."

During long hours on the site, or navigating the challenges of a complex construction project, there is one thing that keeps Rick going: thinking about next summer. "Once the camp opens, I can't wait to go out there and spend some time with the kids. It's one thing to build it. I want to see the camp in action!"



## The Association of Hole in the Wall Camps

From the very beginning, Roundup River Ranch's goal was to become a member of the Association of Hole in the Wall Camps. Hole in the Wall Camps are the world's largest family of camps for children with serious medical conditions. When Paul Newman started the first camp in Connecticut in 1988, he had a simple idea of creating a place where kids suffering from childhood illnesses could "kick back, relax, raise a little hell and just be kids." To date, nearly 200,000 children from around the world have attended Hole in the Wall Camps free of charge.

The Association of Hole in the Wall Camps was formed to foster this philosophy and help new camps seek membership within the Association. With each new camp, Paul Newman's legacy of helping kids grows. Roundup River Ranch, like all Hole in the Wall Camps, will offer medically safe recreational programs that will change the lives of its campers forever.

Roundup River Ranch is a provisional member of the Association of Hole in the Wall Camps. We are following a set of guidelines that are designed to assure that each member camp provides the highest level of safety, programing and sound financial support.

We are proud to be on the path to become a full member following our first year of serving campers in 2011. Thank you, Paul Newman, for creating a place for us to plant our roots, build a camp, and have the opportunity to serve thousands of children in need.



*It's not that children say 'Thank you for a wonderful time'...  
it's that they say 'Thank you for changing my life.'"*

*Paul Newman, Founder of the Association of Hole in the Wall Camps*

## On the Road Camp

**Pat Hammon, RN**

**Hometown:** Eagle, Colorado

**Volunteer Experience:** The Hole in the Wall Gang Camp, Connecticut, summer 2007; Camp Boggy Creek, Florida, summer 2008; The Painted Turtle, California, summer 2009



### Imagine impacting a life forever

For three years, Pat has participated in one of our On the Road groups, traveling across the country to Connecticut, Florida and California. Once at camp, Pat has worked as a volunteer nurse, providing medical care to the campers. From distributing medication to watching her campers on the zip-line, Pat has had first-hand experience in seeing how camp can transform a child.

Like others who are a part of Roundup River Ranch, Pat believes that camp is important because many children who are ill spend so much time in hospitals that they never get to experience the outdoors or be away from their families. Giving them a chance to be kids is a wonderful thing to behold: the joy, the unabashed silliness, the new-found self-esteem and feelings of accomplishment, and the love of life. For Pat, it's the "in between" moments that define camp. "I love quiet time in the cabins before bedtime and the thank you comments that are handed out after lunch," she said. "Those times are incredibly heart-filling. The weekly talent show shores up my faith in life and in the power of kids."

Camp holds gifts for everyone involved, not just for the campers. Pat noted, "When camp is over and I am back at home, I am incredibly aware of how fortunate I am to be able to have the experience of camp with these wonderful and wise kids. My time at camp also makes me appreciate my own health."

Volunteers like Pat are the heart and soul of the camp experience, and we look forward to welcoming her and our other volunteers to Roundup River Ranch next summer. You'll recognize her; she'll be the one down by the train tracks, counting train cars with a group of kids. "One thing I am really looking forward to when Roundup River Ranch opens is the trains going by the site. I am a huge train fan and it is so cool that there will be trains going by every day. The kids are going to love them!"

## Imagine the Magic...Give to the Annual Fund

Right now, the buildings of Roundup River Ranch are under construction. Rick Hermes and his team (see page 9) are busy excavating, installing foundations, framing and planning. By the end of this summer, the facility will start to take the shape of a real camp. But it won't feel like a camp yet. There will be one crucial element missing: the laughter of children.

Thanks to the commitment of donors like you, we have completed the immensely successful capital campaign that has allowed for the construction of camp. Now, we ask you to join us in bringing Roundup River Ranch to life. The Annual Fund is the means by which, together, we will transform camp from a beautiful ranch on the banks of the Colorado River into a vibrant community of kids. There will be giggling, smiling, and many children experiencing the magic that only camp can provide.

The annual operating costs for camp is \$2 million. The Annual Fund will help hundreds of children attend Roundup River Ranch every year by covering costs such as campers' needs, food, art supplies, worms to fish, linens and all other program costs to bring a child to camp and experience the magic. Gifts to the Annual Fund will keep our doors open for children with life-threatening illnesses to experience the adventure of the Colorado Rocky Mountain wilderness and the simple joys of being a kid. Most importantly, these funds will allow us to offer the camp experience at no cost to families.

Your gift to the Annual Fund will provide a life-changing and magical experience for a child. This experience will last much longer than one week; for a child with a life-threatening illness, the gift of camp lasts a lifetime. Your gift will also provide parents with the knowledge that their children who are sick are in a safe and respectful place, with adults and peers who accept them exactly as they are. The opportunity to affect the lives of others in such a meaningful way is rare, and we hope you will embrace it.

*Make the magic happen.*





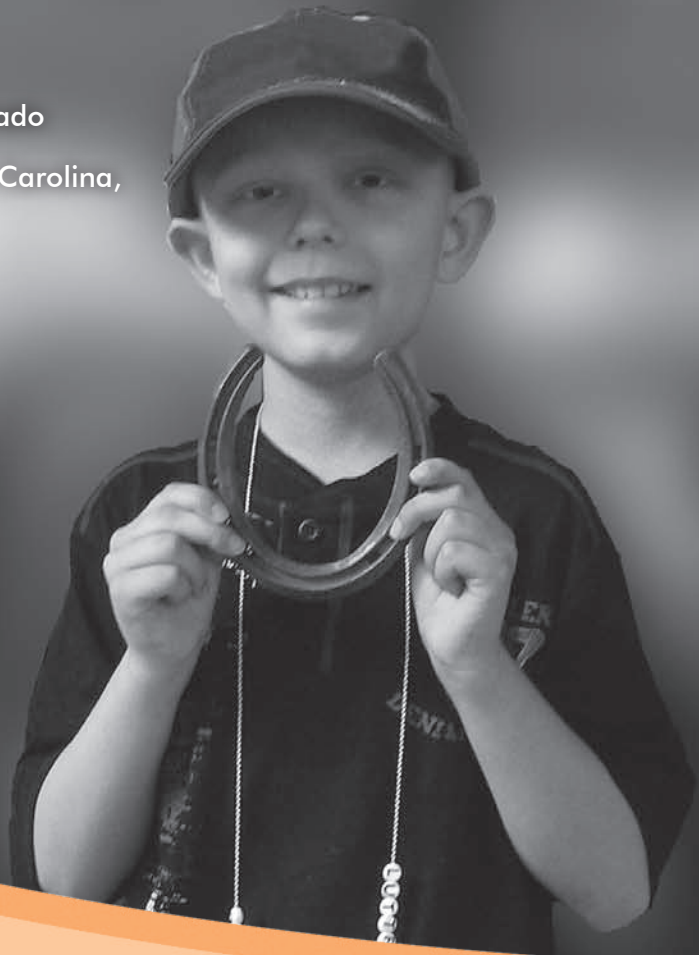
## On the Road Camp

**Tyler, age 10**

Hometown: Fort Collins, Colorado

Diagnosis: Medulloblastoma

Camp: Victory Junction, North Carolina,  
summer 2009



### Imagine finding an extra giddyup in your step

Tyler was in the midst of treatment for a brain tumor when he got a break from chemo to attend Victory Junction. An aspiring race car driver, he was thrilled to be at the race car themed camp and even got to meet NASCAR legend Richard Petty, who spent the afternoon with the campers.

Camp is a place to forget about being sick, and Tyler loved camp because of all the activities and also because of the counselors. They were always keeping him laughing. One of the funniest things that happened at camp was when one of his counselors ate a piece of cake without any silverware, using only her mouth and no hands! Tyler knows that it's important to include everyone, and he was great at befriending the different boys in his cabin. One day, when one of the guys was having a tough time and lagging behind the group, Tyler dropped back and talked to him to find out what was bothering him. He was able to cheer and catch him up to everyone.

Even though he's just a little guy, Tyler got to ride the biggest horse at camp. The counselors at the horse barn gave him a horseshoe as a souvenir to remember the experience. It was great to bring something home that reminds him of camp every time he looks at it. Tyler's time at camp provided a respite from his illness, and put a little extra giddyup in his step.

# Financial Information

Financial Information from July 2006 through January 2010.

## Revenue:

<b>87.2%</b>	<b>7.1%</b>	<b>5.5%</b>	<b>0.2%</b>	<b>\$20,003,704</b> (100%)
<b>\$17,448,188</b>	<b>\$1,411,132</b>	<b>\$1,100,000</b>	<b>\$44,385</b>	<b>Capital Campaign Total</b>
Contributions	Grants	In-Kind Donations	Special Events	

## Expenses:

<b>66.9%</b>	<b>13.8%</b>	<b>19.3%</b>	<b>\$2,461,489</b> (100%)
<b>\$1,645,805</b>	<b>\$339,418</b>	<b>\$476,266</b>	<b>Total Expenses</b>
Program	Management & General	Fundraising	

## Our Generous Donors

(July 2006 - January 2010)

We apologize for any omissions or errors

**\$7,000,000**

T. Denny Sanford

**\$1,000,000+**

The Ferguson Family  
Gates Frontiers Fund  
Hermes Resort Properties  
The Hole in the Wall Foundation  
David and Francie Horvitz Family  
Foundation  
Knapp Mandell Family

**\$250,000 - \$999,999**

Beaver Creek Resort Company  
Kathy Cole  
The Foley Family  
Frechette Family Foundation  
Georgia and Don Gogel  
Lloyd/Buxton Family  
Susan and Tom Washing

**\$100,000 - \$249,999**

Pam and Richard Bard  
Suzanne and Gerald Gallegos  
The Green Foundation  
G.S.B. Family Foundation  
Merv Lapin  
Karen and Walter Loewenstern  
Patrick Mahaffy  
Amy and Jay Regan  
Rebecca and Dan Riff  
Slifer Designs  
Brooke and Hap Stein  
Carole and Mike Watters  
Karin and Bob Weber

**\$50,000 - \$99,999**

Marilyn Augur  
Jeri and Charlie Campisi  
Linda and John Galvin  
John and Marcy Gates  
Mary and Jim Hagen  
Barbara and Tim Kelley  
Debbie and Jim Schultz  
Lisa and Rupe Sidhu  
Beth and Rod Slifer

Sandy and Barbara Treat

**\$25,000 - \$49,999**

Anonymous  
Alpine Bank  
Boettcher Foundation  
Marla and George Coleman  
The Denver Foundation Anonymous Fund  
East West Resorts  
President Gerald R. and Mrs. Betty Ford  
Terry and John Forester  
Alexia and Jerry Jurschak  
Dellora A. and Lester J. Norris Foundation  
Jan and John Olman  
Suzanne and Bernie Scharf  
Harold and Mary Louise Shaw Foundation  
Nancy and Don Wiese

**\$10,000 - \$24,999**

Anonymous (2)  
Brenda and Derik Allerton  
Catherine Bennett and Fred Frailey  
Karen Berndt  
The Children's Hospital  
Ms. Geraldine Cohen  
Colorado Mountain News Media  
Nancy and Jim Edwards  
Donna Giordano  
Lloyd Godlin  
Wendy and Michael Handler  
Karen and Dennett Hutchinson  
Kresge Foundation  
Dianne Leeb  
Sandy and Charles Lloyd  
Barbie and Tony Mayer  
Ann and Alan Mintz  
Mary and Joe Moeller  
Daniel and Janet Mordecai Foundation  
Barbara and Tom Naugle  
Frank and Alison Navarro  
Pamela Norris  
Lisa and Dave Pease  
Suzy and Don Perozzi  
Pam and Ben Peternell  
Ann and Kevin Reidy

River Oaks Foundation

Anne Roberts  
The Robert Weber Family  
Jennifer and David White  
Peter Williams

**\$5,000 - \$9,999**

Marlene and John Boll  
Amy and Steven Coyer  
Harmes C. Fishback Foundation Trust  
Grace and Steve Gamble  
Greer and John Gardner  
Gipson Family Foundation  
Lia Gore  
Therese and Thomas Grojean  
Richard A. Horvitz  
Inman Foundation  
Ellyn and Howard Kaye  
Diana and Jim Kaylor  
Alexandra and Cornelius Milmoe  
Phil and Arlene Morton  
Victoria O'Connor  
Pfizer Foundation Matching Gifts  
Mary and Scott Plumb  
Maria and Craig Ponzio  
Jalayne and R. Kent Riewerts  
Deborah and Dale Ross  
Annie and Richard Rothkopf  
Roundup River Ranch Founding Staff  
Susan Stephens  
Team Hole in the Wall  
Wells Fargo Foundation

**\$2,500 - \$4,999**

Ida and Wiley Daniel  
Regina and Kyle Fink  
Jane and Tom Healy  
Kristen and Mark Holtzman  
Aubyn and Bob Howe  
Ruth Johnson and Kris Sabel  
Linda and Mark Kogod  
Mona Look Mazza and Tony Mazza  
Mish, Inc.  
Lisa Newsom  
Dorothy and Henry Norton

[www.roundupriverranch.org](http://www.roundupriverranch.org)

Sally and Dick O'Loughlin  
 Amy and John Phelan  
 Sequel Venture Partners  
 Marcy and Gerry Spector  
 Liz and David Stern  
 Vail Valley Motorcycle Foundation  
 Valerie Weber  
 The Williams Companies, Inc.

### **\$1,000 - \$2,499**

Anonymous  
 Ellen and Bob Alexander  
 Barbie and Jim Allen  
 Barbara and Fred Baumann  
 Paul Becker  
 Barbara and Barry Beracha  
 Eryn and Mike Bingle  
 Cindy and Tom Bonafair  
 Randy Byrnes  
 Tiana & Teague Carlson  
 Gordon and Elizabeth Clune  
 Aimee and Jonathan Coleman  
 Jean and Paul Corcoran  
 Alice and Jerry Craghead  
 Nancy and Andrew Cruce  
 Bernice and John Davie  
 Max Dillard  
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## **Denny Sanford & Alison Knapp**

Hometown: Sioux Falls, South Dakota  
 and Avon, Colorado

From the moment Roundup River Ranch Founder and Chairman Alison Knapp made it a goal to seek a community of donors and supporters to come together and build a Hole in the Wall Camp, she knew it would take a lead donor to establish credibility and position the camp as a viable financial organization. Soon after her family made a \$1 million pledge to the Campaign for Laughter she worked tirelessly to recruit Board members, raise money and bring awareness about the need for a camp in this region.

One gentleman she hoped she could interest happened to be a neighbor and well-respected philanthropist, Denny Sanford. Denny had recently made a \$400 million gift to Sioux Valley Health in South Dakota and had made it known that he wanted to use his assets to benefit children. "They don't have voices," he said. "Give them the right values. Give them the love they require. And give them the health that they so desperately need."

Alison and Denny met and toured the camp site one afternoon in 2007. The camp's mission spoke to Denny and after learning about the camp's strategic plan, leadership and strong vision, he made a monumental decision that positioned Roundup River Ranch to finish the capital campaign on time. With \$14 million of the \$20 million Campaign for Laughter remaining, Denny proposed a \$7 million challenge grant to provide an incentive for others to give to Roundup River Ranch. If the camp could raise \$7 million, he would donate another \$7 million.

The camp fulfilled Denny's match on October 9, 2009. "Denny Sanford is our hero," Alison said. "His gift enabled us to reach out and connect honestly to the passions of all of our donors which created a wonderful sense of optimism and enthusiasm amongst all of us. We would not be where we are today without him."

Alison and Denny's dedication and generosity are a large part of the reason that there is a Roundup River Ranch today. We are eternally grateful to them both.





**The Reidy Family: Ann, Kevin, Jack, Kate, Diana & Laura**  
Hometown: Denver, Colorado

The Reidy Family was first exposed to the world of hospitals, doctors and chemotherapy when their daughter Diana, then 2, was diagnosed with leukemia. At The Children's Hospital in Denver, they met Dr. Kelly Maloney, member of the Roundup River Ranch Medical Advisory Committee. Through her, they learned about how important camp is for families who have a child with a serious medical condition.

Camp is a safe haven for families who spend so much time in the hospital. Parents who are taking kids to chemo every week are often overwhelmed and exhausted. In addition, other kids in the family feel left out while all of the parents' attention is focused on their child who is sick. The Reidy family is inspired by the notion that camp does not just give the child a chance to be a normal kid, but also gives the parents a break and allows them time to spend with their other children.

As they considered supporting Roundup River Ranch, a visit to the camp site was a pivotal moment for the family. "Touring the site was the clincher for us," said Ann. "We had the opportunity to see the camp site before construction began and it was a wonderful experience. It was so peaceful. Seeing where the buildings would be and the activities that were going to be offered, we knew right then that we wanted to be involved with the camp."

Diana is doing well and has been named Girl of the Year by the Leukemia and Lymphoma Society. "She was so young when she underwent her treatment that she hardly remembers any of it. But if she can be a poster child for wellness and help motivate those who work on behalf of children who are sick, we want to support that," said Ann.

"The people at the camp are terrific and it was very meaningful for us to meet Alison Knapp, the founder, and the other folks who are involved. They may not know what it's like to be a parent of a child who is very sick, but to see them forging forward to make this camp a reality is very inspiring."

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**The Ferguson Family: Kathy, David, Kelsey, Devon and Darby**  
 Hometown: Edwards, Colorado

Long time supporters of The Hole in the Wall Gang Camp in Connecticut, Kathy and David were delighted when they learned that plans were underway to build a camp in Colorado. When the perfect plot of land for Roundup River Ranch became available, the Fergusons stepped up with David and Fran Horvitz to purchase the land on the camp's behalf. Their gift enabled us to have a sneak preview of the magic our campers would experience long before opening day.

The Fergusons supported camp because of their belief that all kids should have space to kick back and have fun. "Roundup River Ranch lets children with life-threatening illness be regular kids. They miss a lot of school and often can't participate in the same activities as their friends. Their peers feel awkward or uncomfortable around them due to their illness. Going to camp gives them that social normalcy with others," said Kathy. The Ferguson's motivation to give was not just about serving the children of others, but also about setting an example for their own. "It was important for our family to be involved and set a model of philanthropic giving. Children learn from what their parents do, not what they say. Our whole family has been involved with the camp, from working at events to weeding the homestead cabin garden. My son set up a garden for the campers to use and my youngest daughter can't wait to be a cabin counselor."

While serving as a volunteer during one of the On the Road program sessions, Kathy gained first-hand knowledge of the type of life-changing experiences her family and others will provide at Roundup River Ranch. "I'll never forget the look on one of my camper's faces when she reached the top of the climbing wall at Victory Junction. All of her friends were cheering her from below, and you just knew she had achieved something she never thought was possible. That's why camp is important. Every kid needs those special moments."



**Kathy Cole  
(in honor of Trent Cole)**  
Hometown: Edwards, Colorado

Helping children has always been a shared passion for Kathy and Trent Cole. Trent was one of the founders of The Boys Club in Boulder, Colorado and sponsored a cleft palate surgery for a young girl in Nicaragua. The Cole's were familiar with serious illnesses, as Trent was diagnosed with ALS "Lou Gehrig's Disease" in 2004. He fought the illness for five years before passing away in March 2009.

After Trent's passing, Kathy asked that donations in his memory be made to Roundup River Ranch. Thousands of dollars were donated, raising the level of awareness of the camp in Colorado. Kathy wanted those who were inspired by Trent's fight with ALS to support the vision of Roundup River Ranch and be part of something so life-changing for children.

"All children deserve to be safe, protected and loved," said Kathy, "but children who have the harsh reality of a debilitating illness have an unfair and difficult challenge. Roundup River Ranch gives these children a way to balance out their life and have the fun and joy that all children deserve."

Because of Trent's vision of children laughing and playing at Roundup River Ranch, he will always be remembered at camp as the dining hall will be named in his honor.

Watching the camp video, visiting the camp site and attending the groundbreaking ceremony just solidified Kathy's commitment to the camp. "I can't wait to see and experience the joy that this camp will bring to the kids, knowing Trent will be alive in their spirits," she said.





## On the Road Camp

**Rachelle, age 16**

Hometown: Sioux Falls, South Dakota

Diagnosis: Hemophilia

Camp: The Painted Turtle, California,  
summers 2008 and 2009



### Imagine being embraced by your peers

Not only did Rachelle feel happy at camp, she felt self-assured and became more confident: confident to try new things, confident to talk about her medical condition with the other girls in her cabin and most importantly, confident to be herself. Going to camp gave her a newfound assertiveness she didn't know she had.

When her cabin mates decided to participate in the high ropes course, Rachelle was reluctant as she was afraid of heights. Then, one of her counselors suggested that she go through the course blindfolded so she wouldn't see how high she was above the ground. Skeptical at first, Rachelle was determined to give it a try.

"I decided to do the whole course blindfolded, and when I heard my counselor's voice while I was walking on the rope, I wasn't scared or anxious," Rachelle said. "My counselor and cabin mates cheered me on saying, 'You're doing great,' and they helped me navigate through the activity."

Back down on the ground, Rachelle was embraced by her new friends and felt overwhelmed by the experience. "My favorite part of camp was the encouragement everyone gave each other," she said. The blindfold from her journey on the ropes course was a special moment Rachelle will carry with her forever along with many other great memories and friends she made.

## On the Road Camp

**Jazzmon, age 13**

Hometown: Denver, Colorado

Diagnosis: Sickle Cell Anemia

Camp: The Hole in the Wall Gang Camp,  
Connecticut, summer 2007; Victory Junction,  
North Carolina, summers 2008 and 2009



### Imagine the freedom of first time accomplishments

Jazzmon loves camp! A three-time On the Road camper, she is a veteran at packing her bags and getting ready for cabin life. Jazzmon was a recent guest on Denver's CBS4 Morning News stating, "I can't wait until Roundup River Ranch opens so more kids can try all the great things I did last summer."

For Jazzmon, camp helped her feel more comfortable traveling away from home and provided her with an opportunity to try new activities. Her favorite program areas have included archery, horseback riding and theater. Each summer Jazzmon performed an act during the weekly stage night and she especially enjoyed dancing with her cabin mates and dressing up for a skit.

One of Jazzmon's most memorable camp experiences was learning to swim. The pool at camp is heated especially for kids with sickle cell anemia who need to stay warm in the water, which prompted Jazzmon to sign up for swim almost every afternoon. With help from her counselors, she learned the crawl stroke and even passed her swim test; a skill that gave her a sense of freedom.

Arriving home after each camp session, Jazzmon shared her camp experiences with friends and family. This summer, she will be joined by some of her classmates from the Kunsberg School in Denver. She can't wait to show them the ropes course and climb to the top.

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Thank you for everything you've done for us! It was a very fun experience! I met a lot of new people, and tried a lot of new things! This camp kept me on my feet. I have built more self confidence from this camp. I will come back one day!

We'll see ya soon!

Love,  
Reneisha



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