



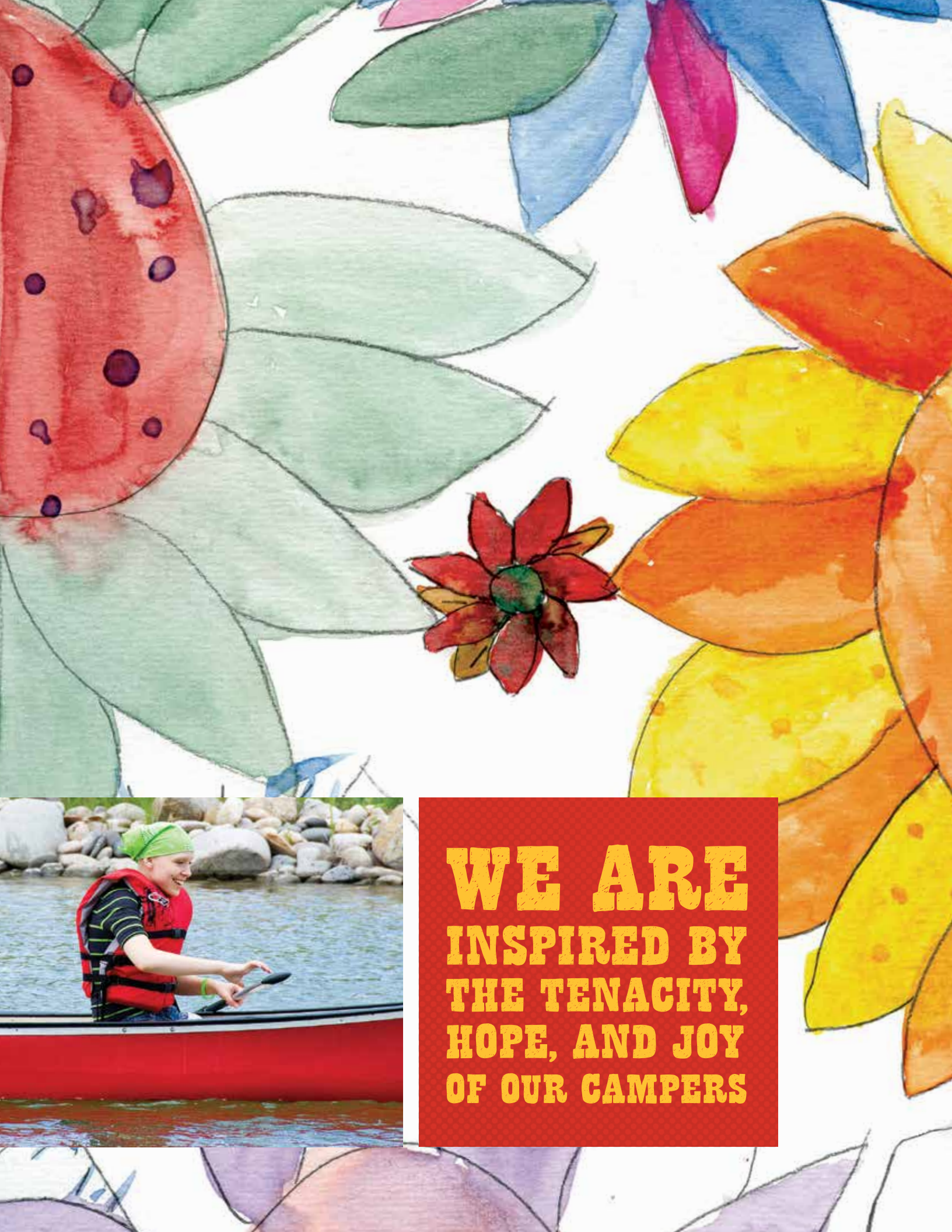
ROUNDUP RIVER RANCH

A CAMP FOR CHILDREN WITH CHRONIC AND LIFE-THREATENING ILLNESSES



2012
ANNUAL REPORT





**WE ARE
INSPIRED BY
THE TENACITY,
HOPE, AND JOY
OF OUR CAMPERS**

MISSION

Roundup River Ranch enriches the lives of children with chronic and life-threatening illnesses by providing free camp experiences year-round with appropriate medical care that are fun, safe, and empowering.

Dear Friends,

Since the day Roundup River Ranch welcomed our first camper in 2011 until now, as we prepare for our third season of camp operations, we have been inspired. We are inspired by the tenacity, hope, and joy of our campers; your commitment and belief in the magic of camp; the leadership of our Board of Directors and other key stakeholders; and the support and encouragement we receive from the greater community. As you read this annual report, we hope you consider what you have made possible at Roundup River Ranch and that you, too, are inspired.

Each year, as we grow as an organization, there are more milestones and achievements to celebrate. We are proud to highlight the following accomplishments that you helped make possible in fiscal year 2012:

- Gaining acceptance as a full member camp in SeriousFun Children's Network, the world's largest family of medical specialty camps founded by actor Paul Newman
- Increasing the number of camp sessions hosted from six in the first season of operations to eight in the second
- Fulfillment of requirements to become accredited by the American Camp Association
- Hosting Roundup River Ranch's first-ever Spring Session
- Implementing key facilities updates including the installation of a water softening system and enhanced shade structures at program areas
- Hosting two successful signature events, A Grateful Harvest and City Slicker Soiree, which exceeded organization revenue and awareness goals
- Recognition as Vail Valley Partnership's Nonprofit of the Year
- Most importantly, providing hope, joy, and laughter to 388 children and family members through empowering camp programs... That's a 61 percent increase from the number whose lives were enriched in FY2011

And the impact of your gifts does not end there. Thanks to you, children and families find comfort, strength, and courage long after their time at Roundup River Ranch ends.

We offer you our sincerest appreciation for your support, commitment, and belief in the power of camp. We are fortunate to count you as a special part of our Roundup River Ranch family, and we hope you continue to experience the magic of camp for many years to come.

With gratitude,



Craig Foley
*Chairman, Roundup
River Ranch Board
of Directors*



Ruth B. Johnson, JD
President and CEO



LOOKING AHEAD AT OUR 2013 CAMP SEASON - THE SUMMER OF WISH AND WONDER

We hope you are as excited as the campers are for the 2013 camp season. Because of your support, children look forward to their wishes coming true as they enjoy the wonderment of camp. In 2013, we strive to:

- Provide endless laughter, fun, and hope to at least 540 campers
- Enrich the lives of more children and families throughout the season by expanding the number of illness groups served - including the addition of sessions for children with dermatologic disorders, liver disease, gastrointestinal disorders, and chronic kidney disease - and increasing the number of campers served
- Increase the number of children served from each of the 11 states in our service region
- Enhance programmatic opportunities for children and families while at camp
- Ensure a positive and impactful volunteer experience while increasing the total number of individuals involved in the volunteer program
- Create lasting partnerships with health organizations to provide sources of camper recruitment and philanthropic support
- Share the stories of our campers to encourage continued awareness and philanthropic support throughout the regions in which our campers reside
- Connect new friends with Roundup River Ranch



We invite and encourage you to remain involved with Roundup River Ranch in a way that is meaningful to you. Please follow us on Facebook and sign up to receive our quarterly newsletter.



Meet Kyle

Age: 10

Hometown: Milliken, Colorado

Kyle is one of the amazing children who will be welcomed to Roundup River Ranch in 2013 for the Summer of Wish and Wonder. We invite you to learn more about Kyle and why camp is important to him and his family.



PROGRAM

Endless laughter fills the air. A child shows off his moves to his new friends on the dance floor after lunch. Spaghetti sauce covers the faces of campers and staff following another infamous No-Hands Spaghetti Dinner. Members of a family who spent the past year battling their child's illness discover their strength as they reconnect through the Family Program. A volunteer realizes what it means to make a difference in the life of a child. Hundreds of children find that they are not alone as they battle their illnesses. All of this and more happen during Roundup River Ranch's camp programs.

The lives of our campers are enriched primarily through two main programs:

SUMMER CAMP PROGRAM

Seven fun-filled days of freedom – that's what children between the ages of seven and 17 with a variety of chronic and life-threatening illnesses will experience in the Summer Camp Program. In each of six sessions, approximately 60 campers will be welcomed to Roundup River Ranch to try activities and succeed in ways they never dreamed of.

As Carina, a 2012 Roundup River Ranch camper says, "I always thought I was the only one with so many pains and scars. Your camp let me know that there are kids like me."

FAMILY CAMP PROGRAM

Modeled after our Summer Camp Program, children with chronic or life-threatening illnesses and their immediate family members experience the magic of camp in a weekend camp session. In 2013, we will welcome 60 campers at each of four Family Program sessions. Families will enjoy respite, new experiences, and bonding in the company of other families who have shared similar experiences.

In the words of one Family Program participant, "Thank you so much for providing our family with such a memorable and fun-filled weekend. It was such a precious time to leave our stress behind and focus on the moment with our family."

"I love to come to Roundup River Ranch because I feel comfortable at camp. My friends from camp are all going through the same thing as me so they understand me better. They don't treat me differently because I have to take medication. It is so much fun. I learn new things, and they have great food and nice people there.

One of my favorite camp memories is No-Hands Spaghetti Dinner. My mom never lets me eat spaghetti without any utensils!

When I leave Roundup River Ranch, camp doesn't end. I feel better about myself because it's nice to be around kids who are like me."

NUMBERS



\$0
COST

27
CHILDREN SERVED THROUGH
FAMILY SESSIONS



388 CHILDREN AND FAMILIES
SERVED

9 STATES
SERVED

286 CAMPER VISITS
TO THE DEPOT
IN SUMMER 2012

345 DANCES

BY

3.5
ARTS AND CRAFTS
HOURS SPENT BY CAMPER

6 CABIN
CHATS
PER
SESSION



52
SPRING SESSION
PARTICIPANTS

1,367
HOURS SPENT BY CAMPERS
CREATING ARTS AND CRAFTS

6.5 HOURS SPENT
OUTSIDE
DAILY

8 CAMPERS IN
EACH CABIN

1,000,000+
SMILES SEEN
ON THE FACES OF CAMPERS,
VOLUNTEERS, AND STAFF

36

DIAGNOSES
SERVED

312

HOURS
OF MEDICAL
CARE PROVIDED

736

VOLUNTEERS

7

2012 VOLUNTEERS
APPLIED FOR
STAFF POSITIONS
IN 2013

67

FISH
CAUGHT

77

MEDICAL
VOLUNTEERS

231

PROGRAM
VOLUNTEERS

719

ZIP LINE
TRIPS

291

RETURNING
VOLUNTEERS

250

FISH IN
THE LAKE



227

SUMMER SESSION
PARTICIPANTS

109

1 RAINSTORM
PER SESSION

FAMILY
SESSION
PARTICIPANTS

41,612

HOURS CAMPERS WERE AT
ROUNDUP RIVER RANCH

22,328

ARROWS SHOT
AT THE BULLS-EYE





VOLUNTEERS

2012 was the year of the volunteer, and what a great year we had. Hundreds of dedicated individuals generously donated their time and talents to Roundup River Ranch. Without this amazing group of volunteers, camp, quite simply, would not have been possible.

Roundup River Ranch volunteers contributed endless enthusiasm and excitement for camp. They embraced our campers and mission with compassion. We never saw their faces without a smile; they were always ready to do whatever was asked to ensure campers had an amazing experience. Roundup River Ranch volunteers encouraged campers to succeed, and they helped in the office, at events, and around the site. They enriched the lives of the campers and the Roundup River Ranch community. We offer our sincerest thanks and gratitude to everyone who volunteered in 2012.

Campers often share that coming to Roundup River Ranch is better than they could have imagined. They leave camp changed for the better; their lives marked by an experience they will never forget. The friends they make, the successes they achieve, and the lessons they learn impact their lives long after camp ends.

Many volunteers are impacted by their time at Roundup River Ranch in a similar way: **They enjoy a volunteer experience that changes their lives forever.**

We invite you to consider volunteering at camp this season as we cannot implement camp programs without you. A diverse, talented group of volunteers from all across the country join us for an experience they will never forget. Will you be there too? To learn more about volunteering at Roundup River Ranch, please email volunteer@roundupriverranch.org or call 970.524.5718.



LONNIE

VOLUNTEER PROFILE: "FREEDOM FROM ILLNESS FOR A WEEK"

Since the first camp season in 2011, campers and staff have been fortunate to work with volunteers Lonnie and Stan Stansfield. Lonnie, a dedicated volunteer nurse, and Stan, a volunteer photographer, spent 31 days at Roundup River Ranch in 2012 alone. Stan has taken thousands of photos to help share the camp experience with others, and Lonnie has respectfully and lovingly provided medical care to many children throughout the past two seasons.

We are thankful for all that Lonnie and Stan do for campers. They truly are an inspiration. We invite you to read more about why they volunteer at Roundup River Ranch.

WHY DO YOU VOLUNTEER AT ROUNDUP RIVER RANCH?

Because we feel it's "nice to do something that can help" and we get more out of the experience than we ever could have imagined. We have surprised ourselves with how much of a difference we could make and how much fun we could have.

WHAT IS YOUR FAVORITE CAMP MEMORY?

Lonnie's favorite camp memory is from horses last summer. There was a young camper who was afraid of heights and did not want to ride a horse with his peers. The staff and volunteers encouraged him to walk with his horse and the rest of the group along the trail. About halfway through the ride, he decided that he wanted to get on the horse. He held on for dear life, with volunteers supporting him on both sides of the horse.

As he sat there, he grew more comfortable and soon told himself, "I can do this," and permitted the volunteers to let go. He rode the horse by himself for the rest of the ride with a huge smile on his face, fully recognizing the magnitude of his accomplishments.

Stan recalls an interaction with a volunteer physician and one of his patients who was often quiet and reticent in his office. The first two days of camp, the physician avoided the camper, fearful he would impede her camp experience. On the third day of camp, the camper saw her physician and gleefully exclaimed, "I didn't know you were here!" After that interaction, the physician and camper enjoyed shared camp experiences. A few months later when the camper had a routine checkup, the physician noted how different the interaction was: His formerly quiet patient was much more open about her condition given their shared connection at camp.



STAN

WHY WOULD YOU ENCOURAGE OTHERS TO VOLUNTEER?

Volunteering at Roundup River Ranch provides the "experience of a lifetime," one in which you receive much more than you give. It is very rewarding to see children relax and be happy. You are a special part of ensuring that campers feel safe, welcome, and loved at Roundup River Ranch – something that is difficult for these campers to achieve elsewhere.

WHY IS CAMP IMPORTANT TO THE CHILDREN AND FAMILIES SERVED?

Camp is a special place where children do not have to explain themselves; they are free at camp, able to be themselves with people who are respectful of their needs. According to the Stansfields, their goal at camp is to show campers that they are normal kids who take medication. Children and families enjoy "freedom from illnesses for a week" – and that's a tremendous gift to provide.



EVENTS

In 2012, friends of Roundup River Ranch throughout the region held events to raise awareness and funds to ensure that children with chronic and life-threatening illnesses had the opportunity to attend camp. There were bowling tournaments, trivia games, cocktail parties, and so much more. We offer our thanks to everyone who hosted, attended, or supported an event last year.

Nearly 300 guests were welcomed to Roundup River Ranch in August for A Grateful Harvest. Raising more than \$500,000 for camp programs, the event treated guests to a special evening of exquisite cuisine prepared by the region's top chefs. Board Members Kathy Cole and Carole Watters served as cohosts.

In October, more than 250 friends in Denver gathered for the second annual City Slicker Soiree. Dining on selections from Denver's top restaurants, guests celebrated camp Denver-style as they raised money to send children to camp. Board Member Brenda Allerton and Denver Leadership Council Member Debra Fagan served as cohosts.

To learn more about how supporting our 2013 events or to host your own event, please visit www.roundupriverranch.org/events.

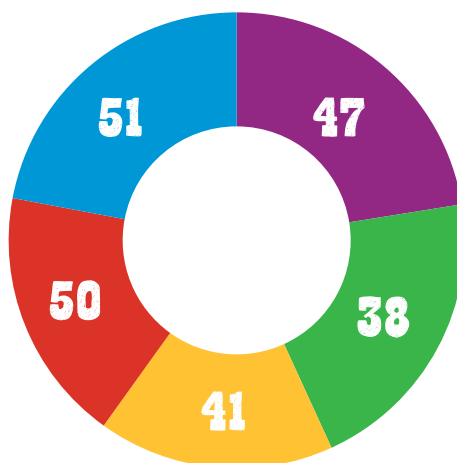
CAMPER STATISTICS

Total Participants Served in 2012 Camp Season

SPRING SESSION

Session I: Kunsberg School Retreat **52**
Total 2012 Spring Session Participants **52**

SUMMER SESSIONS

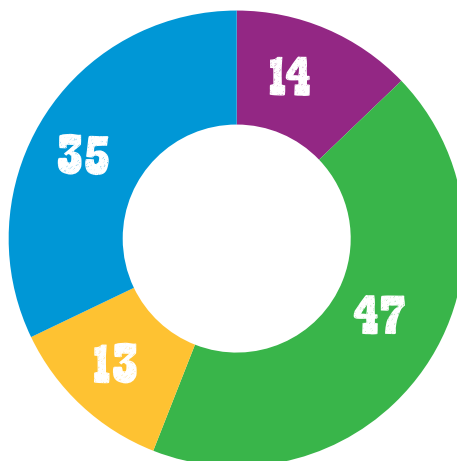


TOTAL SUMMER
2012 SESSION
PARTICIPANTS

227

- Session I: Congenital Heart Disease or Solid Organ Transplant(s)
- Session II: Asthma, Severe Lung Disease, or Acquired Immunodeficiency
- Session III: Crohn's Disease or Ulcerative Colitis (ages 7 to 13)
- Session IV: Crohn's Disease or Ulcerative Colitis (ages 14 to 17)
- Session V: Cancer or Sickle Cell Disease

FALL FAMILY SESSIONS



2012 FALL
FAMILY SESSION
PARTICIPANTS

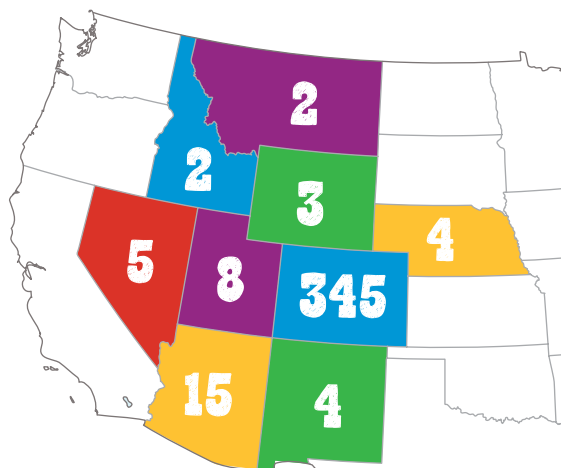
109

- Session I: Cancer - Diagnosed Children
- Session II: Cancer - Family Members
- Session III: Epilepsy - Diagnosed Children
- Session IV: Epilepsy - Family Members

388

TOTAL 2012 CAMP
PARTICIPANTS

TOTAL INDIVIDUALS SERVED BY STATE



Arizona	15
Colorado	345
Idaho	2
Montana	2
Nebraska	4
New Mexico	4
Nevada	5
Utah	8
Wyoming	3

36

TOTAL DIAGNOSES SERVED

FINANCIAL INFORMATION

Financial information from November 1, 2011 through October 31, 2012*

REVENUE

Hospital/VHO Contributions	\$83,192
Clubs / Organizations	\$6,872
Corporate Contributions	\$97,542
Foundation Contributions	\$341,159
Individual Contributions	\$552,605
Special Events	\$685,037
Temporarily Restricted Income	\$1,319,251
Interest Income	\$892
Miscellaneous Income	\$209
Capital Contributions	\$135,000
Gain/Loss	(258)
Total In Kind	\$189,287
TOTAL	\$3,410,787

EXPENSES

\$2,162,275	Program Services
\$159,139	Management and General
\$416,022	Fundraising
\$2,737,436	TOTAL

* Please note: The expenses above are based on Roundup River Ranch's Fiscal Year 2012 IRS Form 990, and the revenue above is based on Roundup River Ranch's 2012 Audited Financial Statements.

DONOR PROFILE

Holland & Hart LLP, a full-service law firm headquartered in Denver, CO with offices throughout the Rocky Mountain West and in Washington, D.C., has been a champion and friend of Roundup River Ranch.

Contributing over \$600,000 in in-kind pro-bono legal services since 2010, the support received from Holland & Hart has been instrumental in advancing the mission of Roundup River Ranch.

Real Estate Group Partner Dennett (“Hutch”) Hutchinson has been involved since the acquisition of the Roundup River Ranch campsite. With great empathy for children and families who face a serious illness given his son’s battle with childhood cancer and a desire to use his legal expertise for a cause as worthy as Roundup River Ranch, Hutch jumped at the opportunity to support camp.

Since Hutch’s original involvement, more than 30 Holland & Hart attorneys have represented camp in a broad range of legal issues in connection with the acquisition, permitting, financing, development,

and operation of the camp, including in the areas of real estate, environmental, tax, construction, labor and employment, intellectual property, healthcare, general business, and corporate law on a pro-bono basis. Holland & Hart employees have served as event sponsors, donors, and volunteers.

It has been extremely rewarding for the firm to have been involved with Roundup River Ranch since its early days and to have supported its success. As a firm that prides itself on promoting a spirit of giving through a robust pro-bono program and the Holland & Hart Foundation, Holland & Hart wholeheartedly supports Roundup River Ranch’s mission. Holland & Hart looks forward to continued involvement with camp, both as legal representatives, and as volunteer supporters.

On behalf of the children and families served at Roundup River Ranch, we extend our sincerest thanks, appreciation, and gratitude to our friends at Holland & Hart for their continued support and generosity.

HOLLAND & HART  LLP

OUR 2012 GENEROUS DONORS

(November 1, 2011 through October 31, 2012)

Roundup River Ranch extends our sincerest appreciation and gratitude to the hundreds of individuals, corporations, foundations, and other special friends who made a contribution in fiscal year 2012. Every dollar donated supports our ability to provide life-changing camp programs to children and families in the extended Rocky Mountain region. Your generosity and commitment are inspiring. Thanks to you, no child or family will ever pay to participate in the empowering programs at Roundup River Ranch.

The following list represents supporters who made gifts to Roundup River Ranch between November 1, 2011 and October 31, 2012. We have carefully reviewed the names that are listed. However, if you find an inadvertent error or omission, please accept our apologies in advance and contact us at 970.748.9983 extension 6 so that we may correct our records.

"Thank you for providing our family with such a memorable and fun-filled weekend. It was such a precious time to leave our stress behind and focus on the moment with our family."

—Family Program participant

INDIVIDUAL DONORS

Recognizing the individuals whose commitment and generosity empowered children and families through the healing power of camp.

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OUR 2012 GENEROUS DONORS

INDIVIDUAL DONORS

\$2,499 to \$1 continued...

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"I always thought that I was the only one with so many pains and scars. Your camp let me know that there are kids like me." —Camper

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