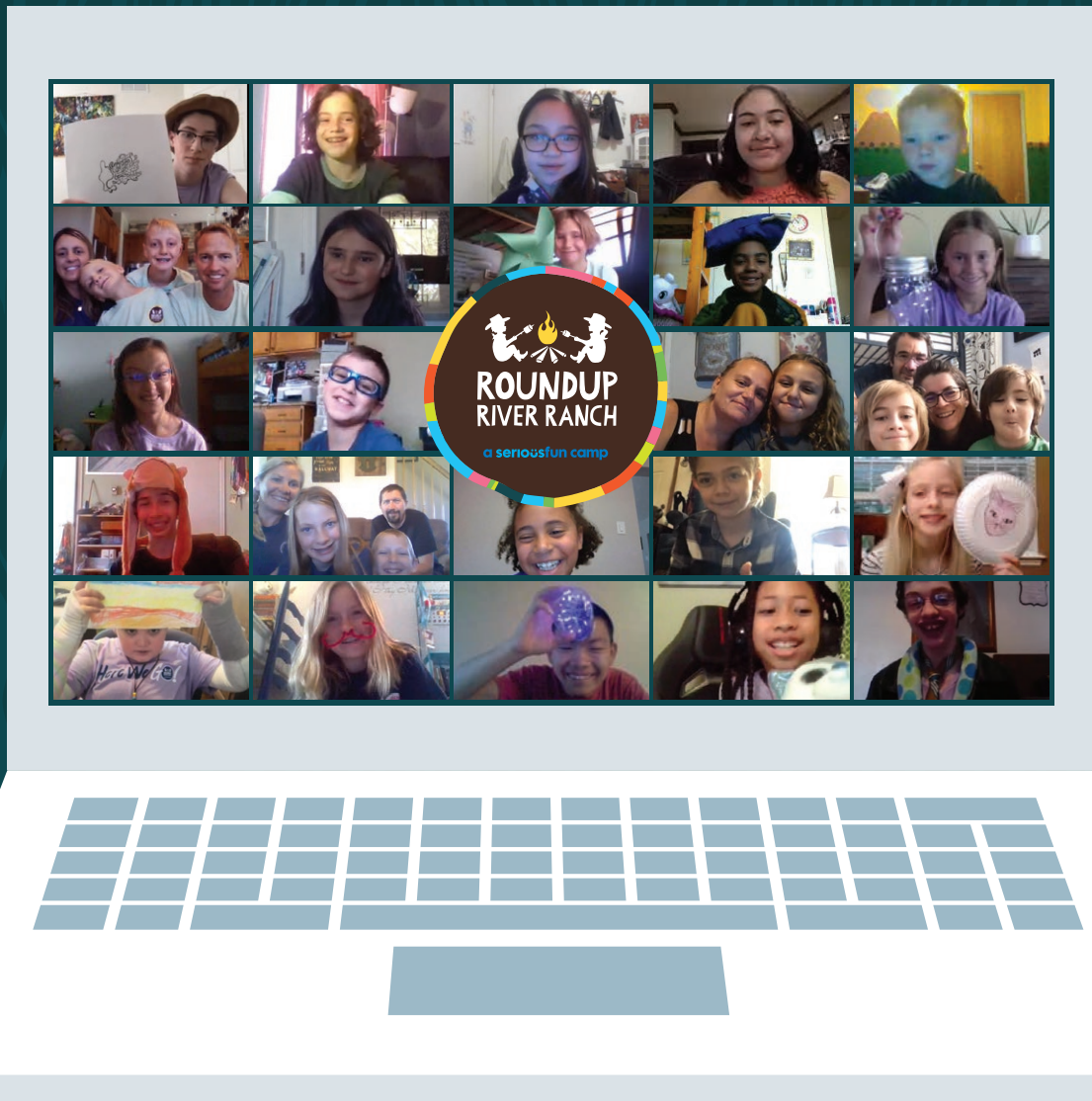


# Here We Go!

ROUNDUP RIVER RANCH  
a seriousfun camp

ONLINE



**2020 CAMP SEASON**

*You are the reason our campers were able to enjoy camp in new ways this year.*

# WELCOME TO CAMP ONLINE!

This year has been challenging for the summer camp industry. Due to the COVID-19 pandemic, no camp looked the same as it had in prior years. This year, only 7% of camps nationwide hosted online programs, and thanks to you, Roundup River Ranch was able to host impactful, engaging, and intentional online programs for kids with serious illnesses and their families to experience the magic of camp...anywhere!

In 2020, our Camp Online programs varied in length from week-long Summer Camps, weekend Family Camps and Kids Camps, Saturday Day Camps, Camper Reunions filled with trivia, dancing, and games for the whole family, to Café au Lait, a special program created just for parents and caregivers. Additionally, Joy, Delivered, an out-of-the-box camp experience that inspires hours of fun and creativity, was sent directly to campers' doorsteps, and we also developed a camper eNewsletter, Best Week Ever, so campers had even more ways to stay connected to camp.

Campers participated in camp from their bedrooms, patios, hospital rooms, and even tents set up in their living rooms. One of the highlights of camp this year was seeing campers engage with us month over month through multiple touchpoints. Campers and their families learned and grew together through a continuum of programs offered. These programs provided connection, special camp activities, new friends, and space to just be silly. Providing a consistent connection to camp during a time of isolation was imperative to our campers' health and well-being. For many families, camp was the only social outlet they had during stay-at-home orders. Together, we have helped build resilience in our campers and their families, so they can continue to thrive in 2021 and beyond. Thank you.



## MEDICAL DIAGNOSES SERVED



During the 2020 camp season, we served children with the following diagnoses:

- Congenital or Acquired Heart Disease, Heart Transplant
- Moderate to Severe Asthma, Lung Disease
- Neurologic, Craniofacial, or Dermatologic Disorders
- Sickle Cell Disease, Cancer, Brain Tumors, Blood Disorders, Acquired Immunodeficiency
- Liver Disease, Liver Transplant, Gastrointestinal Disorders, Celiac, EoE
- Kidney Disease, Kidney Transplant

*During select sessions this season, we invited siblings and friends of our campers to join them online for even s'more camp fun!*

## THANK YOU TO OUR SPONSORS



Cynthia K. Engles Fund  
at the Dallas Women's  
Foundation



The Frechette  
Family Foundation

Laurie Galbreath

Freda Maytag Grace  
Crawford Trust



# 2020 CAMP SEASON

## BY THE NUMBERS

**2,921**

Total number of camper experiences

**225**

Summer Camp experiences

**121**

Family Camp experiences

**770**

Joy, Delivered experiences

**96**

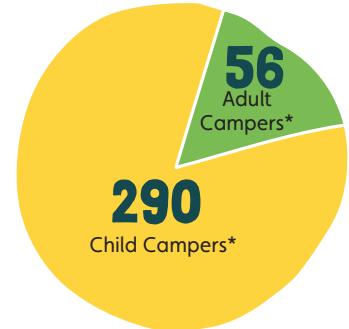
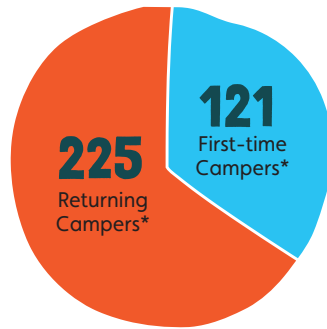
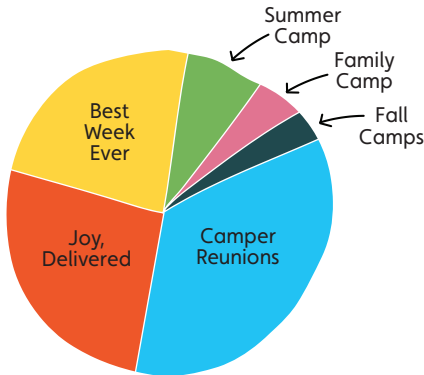
Fall camp experiences

**1,021**

Camper Reunion experiences

**688**

Best Week Ever experiences



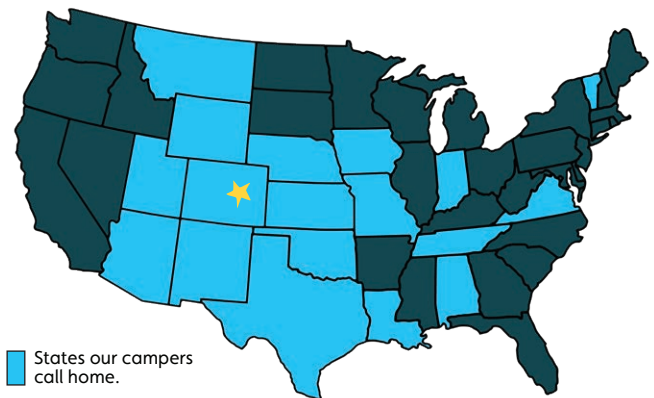
\*Numbers based off 346 Summer Camp and Family Camp experiences in 2020.

In 2020, Roundup River Ranch served campers from a total of **18** states during the camp season.

**78%** of our campers call Colorado their home.

**64%** of our Colorado campers live in the Denver Metro Area.

**22%** of our campers come from **17** states outside Colorado.



Percentages based off 346 Summer Camp and Family Camp experiences in 2020.

### SUMMER CAMP OUTCOMES

During our week-long Summer Camp sessions, campers received 28 total contact hours.

**86%** of campers reported making friends during camp.

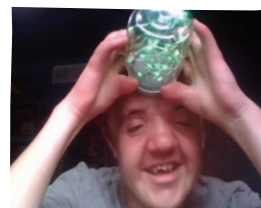
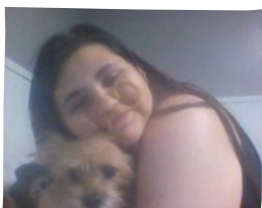
**81%** of campers reported building confidence during camp.

### FAMILY CAMP OUTCOMES

During our weekend Family Camp sessions, camper families received 11 total contact hours.

**93%** of families reported the camp experience brought their family together.

**89%** of families indicated that while at camp, they met someone on a similar life journey, which made them feel less alone.





# MEET ZACH.

## Wood Cookie Collector!

**“It’s an easy place to get away from all your troubles. Whenever I’m at camp or online camp, I forget about any bad troubles - because it’s fun here. It’s my happy place.”**

Meet Zach, a 13-year old returning camper from Parker, Colorado. He has participated at Roundup River Ranch for the past four years. He attended his first week of Summer Camp when he was nine years old.

Zach’s family first heard about Roundup River Ranch through his kidney doctor. Zach is living with IgA nephropathy, a kidney disease that causes damage to the tiny filters inside his kidneys. There is no cure, but treatments can help prevent more damage to the kidneys.

When Zach found out camp was actually going to happen online this year – he was very excited. ***“Even if we’re not physically at camp, the online version was pretty close to it. It felt like the same camp in many ways. I liked it a lot, and I was really happy.”***

The excitement for Camp Online really kicked in for Zach when his Camp Kit arrived at his door. When he opened the box, he was thrilled to see the familiar wood cookie nametag inside. It was just like starting his first day at camp! Zach proudly displays his collection of wood cookies in his bedroom. It’s his way of remembering each unique Roundup River Ranch experience, and he likes to decorate them differently.

***“I have about 20 wood cookies! I like saving them, because they remind me of all the fun times I’ve had at Summer Camp, Camper Reunions, and Ambassador events. When I look at them, it also makes me look forward to my next camp experience.”***



When not attending one of Roundup River Ranch’s camp programs, you can find Zach swimming, building Legos, or just hanging out with his family (Zach is the oldest of three siblings).

One thing Zach really missed from Summer Camp on-site was the No-Hands Spaghetti Dinner, and slurping noodles with his camp friends. That will be something he looks forward to when camp on-site resumes. Roundup River Ranch listened to campers like Zach and many others to create new activities online. That’s when our virtual No-Hands Spaghetti Dinner Camper Reunions were created. To provide a fun space for families to slurp, dance, and giggle together online.

This summer, Zach was very grateful to have had the safe space to connect and share his feelings online with camp friends. ***“Candle Chat was nice and fun to experience it at home. I really enjoyed it. It was easier for me to open up because it was virtual. You don’t have to see people watching you, and not everybody has to look at you. I get shy when it comes to speaking in a room full of people, so it was a nice change. I opened up a little more to my friends.”***

The spirit of camp is something that will always stay with Zach forever, and he hopes that more kids like him get a chance to visit Roundup River Ranch.

***“I wish every little kid with a disorder or disability could come and see camp, because it’s really fun and I know they would love it.”***

# JOY, DELIVERED.

An amazing out-of-the-box camp experience.



In addition to Camp Online, we also launched Joy, Delivered, an out-of-the-box camp experience that supports and engages children in fun activities that inspire creativity, compassion, resilience, teamwork, and play.

This new program allows us to meet our campers wherever they are, remind them of the fun of camp, provide support to families seeking respite, and encourage campers to try new things. Each box includes at least eight DIY activities including art projects, STEM activities, Get Up & Get Active movement cards, fun jokes, riddles, a songbook, solar activities, as well as other games and camp activities that can be experienced alone or with their family. Campers were thrilled to have also received a Roundup River Ranch camp t-shirt, provided by our official camp apparel sponsor, Abercrombie & Fitch this past year.



**“Roundup River Ranch sent a BIG box of joy to my house! I didn’t know that much stuff could fit in that small of package. It made me so happy!” - Eliana, Camper**

## WELCOME TO STAGE NIGHT!

One of our favorite traditions at Roundup River Ranch is Stage Night! This program gives our campers a chance to express themselves and show off their skills. We were blown away by the talent, bravery, and knowledge our campers shared with us throughout our Camp Online sessions. Being online, our campers were able to practice and perfect their skills before submitting videos or performing live.

Campers told jokes, sang songs, played instruments, hula-hooped, and much more. Together, campers discovered confidence and we celebrated shining moments.

One of our campers, Ella, shared, **“Online Stage Night might have been even better than in-person Stage Night! I was able to film myself, so there was no stage fright, and then while I was performing I got to read all the encouraging things people were saying in the chat.”**



# MEET THE PRESS FAMILY.

## A returning camper family!

At just six years old, Caleb was diagnosed with Type 1 Diabetes, a disease that affects how the body uses glucose, the main type of sugar in the blood.

According to Caleb's mom, Leah, the biggest challenge they face day-to-day as a family, is trying to maintain Caleb's correct range of blood glucose, while not letting it become too intrusive to his life.



Because of his diagnosis, Caleb is limited in what camps and typical youth programs he is able to participate in. ***"Any other sleepaway camps that are developed to accommodate Type 1 Diabetics are just not within our budget – they are too expensive for us to be able to send Caleb,"*** shared camper mom, Leah.

This year was the Press family's third year participating in Roundup River Ranch programming. When presented with the opportunity to sign up for camp online, they jumped at the chance ***"We decided to attend camp online because of our amazing experiences with traditional camp. Every year we have a blast, the staff is always awesome, and we knew the same level of care and compassion would follow to an online platform."***

For the Press family, camp is much more than just the fun activities and camp programs (though they love those too). Their favorite part about Roundup River Ranch is all of the families they get to meet along the way. ***"The families at camp understand what it is like living with a serious illness. At home, none of our friends face the same challenges."***

Camper dad, Craig, shared that one of the best parts of camp is that their family can completely forget about their child's illness. ***"At camp it is normalized in a way that everyone who is dealing with a lifelong diagnosis can breathe, and feel part of a larger community with similar challenges."***

As a family, the Presses appreciated the opportunity to connect to camp virtually this year, at a time when the world seems so isolated. Caleb's favorite activity was the heart-racing, Minute To Win It challenges – an activity where our campers participate in timed challenges utilizing material received in their Camp Kit. As for the parents, they learned to not take themselves too seriously, and that it is okay to dance with strangers on a computer screen!

***"Roundup River Ranch is a community that allows kids to be kids, and families to enjoy each other's company without all the 'other stuff.' We can let loose, have fun, and truly forget our worries. Camp is desperately needed for families going through these struggles, because serious illnesses are a daily and lifelong journey. Everyone needs an escape from the stressors of life. It is no different for families living with serious illnesses. Thank you for giving this to our family!"***

# WE LOVE OUR BIG-HEARTED VOLUNTEERS.

**446** Total number of volunteers

**67** Volunteers who supported multiple sessions

**4,022** Total number of volunteer hours

During our 2020 camp season, volunteers supported campers from two countries (U.S. and Mexico), including four Mexican states and 15 United States. While supporting Camp Online, volunteers endured an earthquake (MX), hurricane (TX), wildfires (CO), heavy rain (MX), snow (CO), and many beautiful, sunny days - they never skipped a beat to fulfill our mission! Meet one of our incredible volunteers from Ohio.

## INTRODUCING KATHRYN.

### One of our passionate volunteers.

Returning volunteer, Kathryn Hulbert, is no stranger to SeriousFun Camps. Having served on seasonal staff and as a volunteer at many of our sister camps, she was excited but nervous to return to Roundup River Ranch for her second season as a volunteer, especially with camp being online.

Initially, she was worried about missing high fives, facial expressions, and that in-person bond with campers and her fellow volunteers. Her anxieties were instantly relieved upon logging on for volunteer orientation once she realized how much effort went into planning a weekend full of smiles, fun, and connection!

Kathryn works in the Child Life Department at St. Louis Children's Hospital so she knows the importance of connection for children with serious illnesses and their families - especially now during a global pandemic that forces patients even further into isolation.

**"As someone who plans events and activities for children in the hospital, I know how hard it can be to pivot and change programming. The amount of care, diligence, detail, and creativity that went into planning Camp Online shows these kids that they are worth investing in and worth being celebrated. I was blown away how the camp magic was still alive - even online!"**



*Kathryn with her camp-inspired backdrop she purchased for Camp Online!*

## THANK YOU!

This has been a monumental year in Roundup River Ranch history. As we close this camp chapter together, let us remind you of the impact you made for so many families, like Joyce.

**"Thank you very much for all you have done to put together these amazing online camps. From sending the Camp Kits to planning the fun activities, no detail has been skipped. It has been wonderful to see my kids have something to look forward to in this time of sheltering at home. Thank you for all you do for my family!"** - Joyce, Camper Mom

