



ROUNDUP^{THE}
Possibilities 

A Capital Campaign to roundup generosity, lasso resources, and offer more pure camp joy, to more campers, for years to come.

Case for Support

ROUNDUP *Childhood Joy*

Every life begins with endless possibilities.

Childhood should be about infinite possibilities with every moment bringing something new to discover, learn, or experience. It should be a time of unbridled laughter, new friends, new-found skills, and activities that delight. All of these experiences help form who a child is, how they view the world, and how they see themselves.

Serious illness turns a childhood upside down and changes what possibilities look like.

When a child is diagnosed with a serious illness, their world takes a dramatic turn and their life becomes irrevocably different. In a dramatic parallel to the trauma felt across the globe with the spread of COVID-19, children with serious illnesses and their families routinely experience isolation, anxiety, and fear of the unknown brought about by their medical circumstances.

The pure joy of just “being a kid” can become elusive.

When a child’s daily experience is as complex and varied as their illness, many of their moments become shaped by both emotional and physical pain. Daily routines and social activities are altered, and they often miss important family and school occasions. Children with serious illnesses come to believe that there are more things they can’t do in the world, than things they can.

When childhood joys recede, the simplest moments of normalcy are cherished. And that is at the very heart of why Roundup River Ranch was founded — to offer free camp programs to children with serious illnesses and their families.



ROUNDUP Healing Moments

To a child with a serious illness, extraordinary joy comes from moments of feeling like an ordinary kid.

Roundup River Ranch is devoted to creating these moments for our campers and their families – completely free of charge. Pure happy, giggling, courage-building, friendship-sharing moments of camp magic. All surrounded by an incredible team of smiling volunteers, seasonal staff, and an experienced, passionate medical and therapeutic team. Together, this team intentionally plans camp activities that make seemingly complex obstacles fade away so that each camper experiences what they want most: a feeling of normalcy and acceptance, and hearing the words, “Yes, you can!”

“Behind every kid at camp, there is a war story. Every arrow they send flying into that target and every fish they catch is a battle that they have won. Being at Roundup River Ranch isn’t just a personal journey towards healing. It is a group experience of healing as a community.” – Alexander, Camper

Nestled on 125 acres of stunning mountain landscape in Colorado, Roundup River Ranch is affiliated with Paul Newman’s SeriousFun Children’s Network. Founded on his dream to give kids with serious illnesses a place to escape the fear, pain, and isolation of their medical conditions, kick back, and – as Paul put it – “raise a little hell,” we are a camp that understands that every moment for our campers matters.



“Just being a kid is magical. Making friends is healing. Being treated like a normal kid is transforming.” – Lisa, Camper Mom

ROUNDUP Feeling of Camp

In 2019, Roundup River Ranch provided more than 1,900 camper experiences to children who had over 80 different serious medical diagnoses.

No detail is left unattended and no two experiences are ever alike. From transportation to camp, planning for 30+ different dietary needs at every meal, to medically prescribed routines, allergies and physical limitations, our staff meticulously plans a seamless week of fun for each individual camper.

We offer six sessions of week-long Summer Camps and eight sessions of weekend Family Camps packed with activities and time to enjoy nature, master a new skill, and form life-long friendships.

Camp Outreach Programs

If we have learned anything from the COVID-19 pandemic, it is that Roundup River Ranch's mission is more important than ever for the children and families we serve. Isolated, alone and at high-risk, these vulnerable children found an emotional lifeline in our rapid and effective pivot to virtual camp experiences. Through these program pivots, we developed engaging, interactive and supportive programs that further enhance the impact of camp and support children with serious illnesses regardless of their location.

As we look to the future and determine how we take the golden nuggets of what we have learned and gained in 2020 and 2021, we have identified a clear need and opportunity to both sustain and further grow our Camp Outreach programs to support children with serious illnesses beyond our campsite and outside of our traditional summer camp season.

"As a doctor, I see kids struggling every day. As a camp volunteer, I learned that my medical skills alone cannot heal them. Thankfully, Roundup River Ranch can transform a child's life and give them the hope and joy they need to find meaning again. Along the way, Roundup River Ranch transformed me, too."

– Dr. Jeff Darst, MD, Pediatric Cardiologist at Children's Hospital Colorado

ROUNDUP *Tons of Hope*

Creating a world of possibilities for children with serious illnesses is our responsibility. And no one knows how to accomplish this better than Roundup River Ranch.

While healthy children's lives are full of possibilities and dreams of what they will become when they grow up, the lives of children with serious illnesses often seem limited. Too often, they have to opt out of activities, miss out on the fun, and forego trying something new. But at Roundup River Ranch there are no limits, and that opens up a world of possibilities for our campers. That's why it is imperative that now, and for all the tomorrows ahead, every child and family who wishes to attend camp should be welcomed without charge.

Without charge does not mean without cost.

Since our founding, generous friends – individuals, corporations, and foundations – who understand how transformative Roundup River Ranch is, have donated the annual costs required to provide our unique camp experience. While that model has served us well, demand often exceeds our capacity and every year there are kids who must wait to attend or they are asked to take a year off so someone new can attend.

We never want a child to wait to experience the life-changing moments of camp.

Roundup River Ranch is the ONLY medical camp in Colorado that provides comprehensive programming to this well-deserving population at zero cost to the family.

"For every child who attends, there are many more who could benefit. Our goal is to reach more campers - through expanding our campsite and delivering camp to children wherever they need us most" – Ruth B. Johnson, JD, President & CEO

Achieving this goal will require the financial strength and stability to provide for the current generation of campers and the thousands of future campers who will need the healing, hope, community, and possibilities that come from the magic of Roundup River Ranch.

ROUNDUP Possibilities

The future of Roundup River Ranch is taking shape now.

Unique among camps, Roundup River Ranch is leading the way in addressing the importance of financial sustainability. With an operating budget dependent upon annual contributions, we must protect Roundup's mission against fluctuations and financial downturns, while assuring excellence and growth.

Our campers say that Roundup River Ranch is their "happy, happy, happy place." To these kids and all who will come after them, we have a responsibility to safeguard the Roundup River Ranch experience. It is a vote of confidence that says: "Every moment of your childhood is vital and important." It is an assurance that, despite their obstacles today, joy-filled moments are absolutely possible for every child.

Guided by our commitment to Excellence, Sustainability, and Growth, we have identified a need for at least \$27 Million to provide for the future. You can help us get there. We believe that you are one of those friends.



Capital & Growth - \$9.6M

Upgrade facilities to meet evolving safety needs for campers; expand facilities to serve more campers; and further invest in the growth of camp outreach programs to support our campers and their families beyond our campsite.



Endowment - \$13.3M

Grow our endowment to a level where the annual returns on investment could cover the increased expenses associated with program expansions and annual capital expenses.



Organizational Reserves - \$4.1M

Increase current operating reserves to follow best practices and reach a level equivalent one year of operating expenses. Increase capital reserves to support anticipated future maintenance and be equivalent to annual depreciation.

ROUNDUP The Future

This Roundup the Possibilities campaign will ensure the healing power of camp will be there for children today, children who will be diagnosed in the months and years to come, and children who will be born with illnesses in the future and who will surely need us as well.

The demand for Roundup River Ranch grows every year. Despite the large number of campers, we are still serving a small percentage of the more than 35,000 children in our region with serious illnesses. So many children whose lives could be dramatically changed through our camp are being left out.



The campaign will provide critical resources to:

- serve 50% more campers annually (at no cost to families);
- extend our geographic reach;
- add to the more than 80 diagnoses currently served;
- provide new and innovative ways to deliver camp experiences, reaching campers where they need us;
- expand the activities and programs offered on-site;
- upgrade facilities and spaces to adapt to camper needs;
- build and outfit three new cabins;
- develop adequate financial reserves; and,
- provide a predictable stream of revenue to protect our mission.

PHILANTHROPIC OPPORTUNITIES

ROUNDUP *More Reach*

CAPITAL AND GROWTH

\$9,600,000

At an elevation of 6,300 feet, and resplendent with beauty and the healing power of nature, the physical spaces on our property are designed to instill confidence, ease pain, heal the soul, and create life-long memories. Here at camp, children who have been frequently told what they cannot do, find renewal and hope when they discover they can do all the fun-filled activities of traditional camps. Seeing these children conquer the Zipline, find the courage to ride a horse, or discover their artistic side in a Yurt, is transformative not only for campers, but for families, staff, and volunteers. Roundup has identified a need to invest in capital projects to sustain and expand the physical campsite.

In 2020, the world changed, but the magic of camp didn't. The pandemic forced Roundup River Ranch to shift the way we deliver our mission off-site. From this, our Camp Outreach initiatives were born. These year-round programs expand our reach and meet campers where they need us most.

We are committed to serving more campers with a more diverse number of illnesses. Our Capital & Growth plan is strategically designed to support more transformative camp experiences by responsibly growing Roundup River Ranch in a way that will broaden our reach, increase our capacity, and serve a more diverse number of illnesses. The Roundup the Possibilities campaign will provide funds to support this plan through:

- a state of the art, multi-use pavilion to protect campers from the summer sun and the ever-changing Colorado weather while enjoying new outdoor activities;
- essential infrastructure expansion, such as water and wastewater treatment, necessary to support the increased numbers attending camp;
- renovation and upgrades to Trent's Cookhouse and The Depot to boost the already robust safety and accessibility of the campus;
- three new cabins to increase the number of campers we serve; and
- invest in and grow our new Camp Outreach initiatives to meet our campers wherever they might be and throughout the year.

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

– Dr. Lia Gore, Pediatric Oncologist, Board Member and Volunteer

ROUNDUP *Staying Power*

ENDOWMENT

\$ 13,300,000

A strong endowment will ensure we can plan with confidence for the shifting needs of the children and families we serve.

After 10 years of success, Roundup River Ranch has not only proven our ability to deliver with excellence, but we have also earned the trust of thousands of families, medical practitioners and philanthropists who share a common vision for our long-term sustainability.

At the onset of the campaign, Roundup River Ranch had a modest endowment of \$1.1 million. This is valuable, but not adequate, to protect our mission as we strategically grow the number of campers and the variety of medical illnesses we serve. For example, expanding camp to increase the number of campers reached will increase Roundup River Ranch's annual operating budget by an estimated \$600,000. For the sake of children with serious illnesses and their families, sustainability must go hand-in-hand with growth – not just in the near term, but for many years to come.

Roundup River Ranch has a dedicated staff that is unparalleled. They are supported by seasoned volunteers and generous people who share our commitment to success. While we are equipped to meet the current needs of campers, an expanded endowment will ensure our capacity to maintain our facilities while also keeping camp fresh and aligned with the emotional, physical and skill-building needs of 21st Century campers and their families.

The Roundup the Possibilities campaign includes a \$13.3 endowment goal, growing our total endowment to \$14.4 million. This will not eliminate the need for annual fundraising but will make a vital impact on five key areas: camper experiences, program expansion and innovation, staffing, professional development, and resource development.

"We were inspired to give to the endowment because we believe in the mission of Roundup River Ranch, and we want to ensure that camp is available and can support children and families for generations to come. The goal of continued growth with a focus on sustainability was incredibly important to us."

– Kristy Woolfolk, Board Member, and The Frechette Family Foundation Director

ROUNDUP Resilience

ORGANIZATIONAL RESERVES

\$ 4,100,000

Every moment is precious for the children we serve. On their behalf, we must assure that we have the ability to respond and adapt quickly to any challenge that comes our way.

If we have learned anything from the COVID-19 pandemic, it is that Roundup River Ranch's mission is more important than ever for the children and families we serve. Isolated, alone and at high-risk, these vulnerable children found an emotional lifeline in our rapid and effective pivot to virtual camp experiences.

The pandemic strengthened our resolve to deliver the Roundup River Ranch mission even in the wake of falling markets, unexpected emergencies and national stress. Every day of the year, Roundup operates in an environment where every detail must be intentional and planned months in advance for the safety of every camper. The Roundup the Possibilities campaign will further build critical operating and capital reserves that will provide a safety net when cash flow is unreliable, and financial flexibility to make short-term decisions that will have a long-term impact.

The goal is to increase current operating reserves to follow best practices and reach a level equivalent one year of operating expenses. Increase capital reserves to support anticipated future maintenance and be equivalent to annual depreciation.

"We have an incredibly nimble and creative staff who, in 2020, have brought camp to kids and families wherever they are. We have an obligation to make sure that there is always camp, no matter the challenges."

– Julie Sullivan, Board Member, and Donor



ROUNDUP Generosity

The magic of camp is powered by people like you. Here's how you can support us.

The Roundup the Possibilities campaign offers several unique opportunities for you to make an extraordinary impact on the future of Roundup River Ranch. While we encourage unrestricted gifts to this Campaign, we recognize some donors may wish to provide special support with a named gift.

A named endowment may be established with a minimum gift of \$100,000. The income from endowed gifts is intended to be budget relieving and are most beneficial if the income supports the costs associated with staffing, programming and maintenance. There will also be a limited number of naming opportunities to fund new construction.

Gifts and pledges may be made outright by check, bank or stock transfer, gift of stock, or donors may commit to an amount to be donated over a period of 3-5 years.

Some donors may take advantage of the Colorado Child Care Contribution Tax Credit or see tax advantages to donating stock or distributions from an IRA.

We also encourage donors to join the Paul Newman Legacy Society by including Roundup River Ranch as a named beneficiary of your estate, life insurance, Trust or IRA.

We feel enormously fortunate for your support, and we thank you for considering a gift at this historic moment in the life of Roundup River Ranch.

If you have questions about the campaign, or are ready to join us, please contact Ruth Johnson, President and CEO at ruth@roundupriverranch.org or 303.478.2219 or Cathy Ethington, Director of Development at cathy@roundupriverranch.org or 414.418.7328.

Our mission is clear. Our impact is undeniable.
Please join us as we Roundup the Possibilities.

Our camp experiences provide a pivotal turning point in a camper's journey from uncertainty and isolation, to resilience, friendship, and a world of possibilities. Our goal is to serve even more children with serious illnesses, expand our ability to improve mental health outcomes, and bring more pure joy and normalcy into the lives of many more families who face serious illness.