YOU HAVE FUELED OUR JOY-FILLED JOURNEY.
When campers leave Roundup River Ranch after an incredible week in the mountains, or they finish a week of Camp Online and all the fun it holds, we say to each of them, “Go out from the Roundup and turn the world around.” Because the things they learn at camp – the bravery they discover, the laughs they share, the friends they make – those are just the beginning of a happy and life-changing journey that starts at camp and goes wherever our campers call home.

In this impact report, we celebrate all the journeys that brought campers to us, the many ways they overcame obstacles to join us for spaghetti-slurping, joke telling, online dancing, and more. We showcase the journeys they embarked on as campers as they realized they could connect more, share more, and feel like an “ordinary kid” more than they ever imagined. We applaud the journeys our volunteers have taken to help make camp happen. We treasure the way each of our own journeys has been impacted by the power of camp.

When you support Roundup River Ranch you are fueling countless joy-filled journeys. Your support helps our programs evolve and inspire every experience to be even better. And you help camp itself head out in new and exciting directions – delivering camp to kids and their families on front porches, in hospital rooms, and via their computers. Thanks to you, our campers, families, donors, and volunteers have been able to connect year-round and take the magic of camp miles away from the campfire and into the world. On a journey of discovery. A journey of pure childhood fun. A journey of joy.
Dear Friends and Supporters,

Roundup River Ranch’s journey began with a dream to carry out the vision of actor Paul Newman and bring a SeriousFun Children’s Network camp to Colorado. As we grew, so did our belief in impacting more children with serious illnesses and their families. This report represents our commitment to transparently sharing our impact journey and details our work in implementing and developing innovative programs that provide lasting, positive change for our campers and communities.

SO MANY MILESTONES. SO MUCH JOY. This was a memorable year for Roundup River Ranch as we brought campers back to the campsite safely and gathered in person for programs and events. Our Outreach Programs brought the magic of camp to wherever campers were through Camp Online, Joy Delivered, Camper Reunions, and our partnership with Seacrest Studios at Children’s Hospital Colorado. Our signature events were an immense success this year, surpassing our fundraising goals. Plus, we publicly launched the Roundup the Possibilities Campaign, raising over $20 million on our way to the $27 million goal. Read about it in the booklet inserted in this report!

Near the end of 2022, we welcomed our new CEO, Sarah Johnson. We are so excited to have Sarah at the helm as our joy-filled journey continues. All of us at Roundup River Ranch are proud of the contributions we have made over the past year to create a sustainable future, and we are more focused than ever on strengthening the impact of camp through intentional and innovative programming and strategic growth. We hope you join us on our future path in 2023 and beyond.

With sincere appreciation for all of your support on our journey,

Ruth B. Johnson, JD  
President Emeritus

Cathie Bennett, JD  
Chair, Board of Directors (2019 -2022)
Founders’ Circle

Recognizing visionary supporters who have made lifetime contributions of $1,000,000 or more.

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President Gerald R. Ford and Mrs. Betty Ford

* Indicates a board member who served during FY2022 and who has since transitioned from the Board.
**In Memoriam
OUR MISSION
Roundup River Ranch enriches the lives of children with serious illnesses and their families by offering free, medically-supported camp programs that provide unforgettable opportunities to discover joy, friendships, and confidence.
This past summer, 17-year-old David attended his first Summer Camp session ever. David has been diagnosed with cerebral palsy, fetal alcohol syndrome, and Aicardi-Goutières (a rare genetic disorder which impairs his ability to walk, talk, and live independently). But the magic of camp meant David participated and played like his peers. He even found his moment in the spotlight when he sang his heart out to Lionel Richie during Stage Night and on his last day of camp.

“Nothing prepared me for pick up time,” said Taffeta, David’s mom. “When I pulled up to get David the whole camp broke out in a choreographed song and dance to Lionel Richie! David was over the moon happy and extremely connected to every staff member around him. I’m sure he would have liked to have stayed an entire year at camp!”

Here, David tried new things and made friends who love Batman as much as he does. After camp, Taffeta said, “David was so proud to tell people about the things he did at camp from fishing to singing karaoke. He had a sense of belonging that was independent from me and the family. It was a very healthy growth experience for him.”

Taffeta says the entire family has been encouraged by the lasting impact of camp on David, including advocating for himself and an increased desire to try new things. “He has given us the courage to know that he is moving into a new phase of independence to the degree that is appropriate for him.”

“Camp is an oasis for kids with special needs. They get the typical camp experience, fun activities, group living, adventure seeking, and s’mores – all while their needs are being cared for, but not the main focus. Being a kid, having fun and encouragement to try new things is the focus.” – Taffeta, Camper Mom
As we gathered together at camp again this past summer, things looked a bit different as we conducted activities in our “pod system” between cabin groups. What a great moment it was when we realized that the individual cabin groups actually created wonderful, unique opportunities for two campers with Cystic Fibrosis (CF).

Campers Liam, age 9, and Cori, age 13, live with the genetic disease CF that causes ongoing lung infections. Children living with CF are unable to come within six feet of anyone else with CF. Germs can spread as far as six feet when someone coughs or sneezes and for people living with CF, spreading dangerous germs and bacteria to another CF patient is called cross-infection and can lead to worsening symptoms and lung functions. In past years, due to the threat of cross-infection, we were only able to host one camper living with CF each session. This year, because of our pod system to keep cabins separate, we were able to welcome two campers with CF!

Liam and Cori were able to have their life journeys connect here as they got to play catch with a football out on the field, play, talk, and enjoy time together safely. This experience was unique for our campers, but also for our medical staff. One of our cabin nurses reflected on this life-changing moment:

“Our camper got to meet someone else with CF! They played together outside and were comparing vests during that time. When doing vest treatments, all the other kids would come sit around him and play, so he felt included. We did not tell them to do that—they did it naturally.”

“Through camp activities like fishing, my most memorable experience was making new friends. My friends here are a lot nicer and more fun to play with. I really connect with them.”

— Liam, Camper
A journey back to the campsite: this summer we celebrated campers returning to the campsite after two years. Hooray! And we found more paths to more campers as our innovative Outreach Programs continued to meet our campers wherever they were throughout the year, from monthly Camp Clubs to hosting “live” camp programs inside Seacrest Studios at Children’s Hospital in Denver.

**Summer Camp**
- 90% of campers got to be a leader
- 97% of campers made a new friend
- 100% of campers discovered they had a positive attitude while trying something hard

**Family Retreats**
- 100% of families said their child showed a higher level of self-esteem thanks to camp
- 100% of caregivers saw an increase in their child’s positive self-identity

“**Joy, Delivered!**
- 97% of caregivers said Joy, Delivered created respite for their family
- 83% of caregivers saw an increase in creativity and innovation

“My son felt extremely accomplished to be able to create these crafts and had fun doing the activities! He suffers from anxiety and depression and he got relief from those doing these awesome activities! Thank you.”
– Camper Mom

“I became better at hard things by learning to keep a positive mentality and stay determined to not quit even if I was participating in something hard.”
– Camper

**Outreach Programs**
- 2,864 Joy, Delivered experiences
- 1,490 Camp In Your Community experiences
- 879 Camp Online experiences
- 475 Camper Reunion (In-person) experiences
- 206 Camp Kits delivered to campers not able to participate online

**Onsite Programs**
- 162 Summer Camp campers
- 154 Family Retreat campers

We don’t measure our journey in miles, we measure it in smiles.
In 2022, Roundup River Ranch served campers from a total of 26 states during the camp season.

We welcomed campers with illnesses that fell within the following diagnostic categories:

- Acquired Immunodeficiency
- Blood Disorders
- Brain Tumors
- Cancer
- Celiac Disease
- Craniofacial Anomalies
- Eosinophilic Esophagitis
- Epilepsy
- GI Disorders
- Heart Disease & Transplants
- Kidney Disease & Transplants
- Life-altering Dermatologic Disorders
- Liver Disease & Transplants
- Lung Disease
- Moderate to Severe Asthma
- Neurologic Disorders
- Sickle Cell Disease
- Type 1 Diabetes
- Weight Related Medical Conditions (Type 2 Diabetes, Fatty Liver Disease, Lipid Disorders, Metabolic Syndrome)

84% of our campers call Colorado their home.

52% of our Colorado campers live in the Denver Metro Area.

16% of our campers come from 25 states outside Colorado.

*Percentages based off 531 campers in 2022.
Welcome! Welcome! Welcome! Sam and all the campers who arrived at Summer Camp this year were eager to meet new friends and create memories that last a lifetime. And we were so excited to have them back here in the beautiful Colorado mountains. Our innovative pod system kept cabins at a safe distance from one another while never diminishing the feeling of pure camp joy. Archery bullseye records were beaten; fish were caught, wished, and released; and Stage Night was full of entertaining, confidence-boosting acts.

“My favorite part of camp is meeting all the people at camp who have similar situations as me.” – Camper

Keeping campers safe and healthy is what makes this such an amazing place to “be a kid.” This year, our volunteer structure shifted for the safety of our campers. Instead of medical volunteers working out of The Depot and supporting campers when needed, they stayed in the cabins with the campers. This small change has made major impact in relationship building and trust. Instead of appearing when medical assistance is needed, the nurses were able to connect with their campers, have fun, and build deeper relationships. We have seen such positive changes during the administration of medicine and comfortability during additional procedures. Our volunteer staff felt more connected to the campers than ever before, while also gaining new perspectives in their own medical roles.

On October 15, we hosted our first ever Fall Festival Camper Reunion at the Denver Botanic Gardens Chatfield Farms. We filled the barn and adjoining area with nearly 50 families and Denver supporters. We were thrilled to host camper families, volunteers, supporters, and board members to experience the camp fun that binds us all together. Families reconnected and participated in free activities that included face painting, costume relay races, pumpkin latter ball, photo booth, and the famous corn maze. We loved being able to bring our camp community together to celebrate fall!

“We experienced 100% acceptance from other families.”
– Camper Caregiver
In 2022, we continued, and even expanded, our Outreach Programs and an exciting highlight was a new opportunity at Seacrest Studios, in partnership with the Ryan Seacrest Foundation and Children’s Hospital Colorado. At Seacrest Studios, our outreach team broadcasts activities and games to patient rooms and patients receive a Camp Kit to participate in the broadcast or join the fun later. Activities included making gingerbread houses, tie-dye projects, story balls, friendship bracelet making, and more. This program helps spread the awareness of Roundup River Ranch to a greater community in Denver and offers camp joy within hospital walls.

“The best part of camp...time together, conversation, crafting, and fun new activities.” – Camper

Seacrest Studios at Children’s Hospital Colorado

Camp In Your Community delivers activity boxes and other resources to like-minded organizations. We were thrilled to be working with a new program partner, HopeKids, a Denver-based nonprofit that provides a unique support community for families who have a child with cancer, sickle cell, or Duchenne muscular dystrophy among other diseases. For our first project with HopeKids, our staff built, “Minute to Win It” Family Camp kits. Camp In Your Community is offered to families who may or may not traditionally qualify for Roundup River Ranch’s onsite and online camp programs.

Camp Club Online

Camp Clubs are a welcoming weekly activity for all campers and their siblings ages 7-17. These free one-hour weekly programs have a different theme each month and encourage continued connection, friendship, and confidence. Supplies are always provided as needed. Last October was all about magic! Campers were able to follow along on screen to practice magic tricks, illusions and share secrets to being a seasoned magician. Not only were the tricks fun to learn, but the camaraderie and encouragement from campers taught us that practice makes perfect in magic and in friendship.
Our volunteers have a life-changing impact on campers, but volunteers like Emmy remind us that campers also have an inspiring impact. When Emmy found Roundup River Ranch, she jumped at the opportunity to volunteer both onsite and online. She understands that mental health is incredibly important in supporting a child’s overall health, and appreciates the physical, mental, and emotional benefits offered at camp. “I feel like I was able to positively impact the kids, but I almost feel like I got more out of it than the kids because it was so rewarding, and so inspiring. I will never forget that experience,” she said. “It’s just so amazing to see these kids who have gone through so much adversity already, but they’re grabbing life by its horn.”

We thank Emmy and all of our volunteers for joining our journey and being the perfect sidekicks to our campers as they see where the road ahead takes them. 

“I felt most alive when I was at camp. I felt like my true authentic self. I could let my true self come out without anybody judging me.” – Emmy, Camp Volunteer

In 2022, the freshman class at Vail Christian High School volunteered at Roundup River Ranch, helping get camp ready for Summer Camp sessions. Service is an important part of the school’s mission: “Equipping mind, body, and spirit for lives of purpose, service and leadership.” These students were living their mission as they gave back to Roundup River Ranch. Some memorable moments included helping put up lanterns and finding out how quickly five to six students can work together to break down and build paper towel dispensers.

“All of us want to feel part of a community and have connection and know we are not alone with our challenges - RRR provides this connection for caregivers and children attending camp.” – Kelly Veitch, VCHS Parent Volunteer

Kelly said her favorite part from their day of service was, “Sitting in the sun having lunch and hearing the laughter and camaraderie of our student volunteers as they went through all the art supplies.” She said the students who volunteered were grateful and happy at the end of the day, knowing they had the opportunity to help – igniting joy in giving back.
You know what’s amazing about joy-filled journeys? The people you meet along the way that help guide you, encourage you, and walk beside with you if the going gets a little tough. At Roundup River Ranch, those adventure buddies are our spectacular volunteers. They are a crucial part of each camper’s journey to finding courage, new friends, and tons of memories. And, our volunteers tell us that every camper they meet adds so much to their own life journey too. Here’s to traveling the road of life together!

NO U-TURNS.

Campers and volunteers never go back to how they were before meeting each other. When their journeys cross, their lives are always changed for the better.

You know what’s amazing about joy-filled journeys? The people you meet along the way that help guide you, encourage you, and walk beside with you if the going gets a little tough. At Roundup River Ranch, those adventure buddies are our spectacular volunteers. They are a crucial part of each camper’s journey to finding courage, new friends, and tons of memories. And, our volunteers tell us that every camper they meet adds so much to their own life journey too. Here’s to traveling the road of life together!

10,312
Total Number of Volunteer Hours

974
Total Number of Volunteer Experiences

292
New Volunteers

This is a special place. And it’s hard to leave. I have worked at so many places for the last three years, and I’ve been trying to find my place. And, this is it.”
-First-time Volunteer

Volunteers supported campers from 28 states in the U.S., and from Canada, Mexico, and Ireland.

260
Campsite Volunteers

298
Board & Committee Member Volunteers

410
Service Project Volunteers
This past year we were honored to receive an award for bringing the joyous journey of camp into the lives of campers, wherever they may be. The Eleanor P. Eells Award for Program Excellence honored our Joy, Delivered program for fulfilling these milestones of excellence:

- Develop effective, creative responses to the needs of people and/or societal problems using the camp environment
- Encourage continued development of such ideas
- Stimulate the exchange of creative ideas, and
- Present to the public examples of positive contributions camp has made on the well-being of individuals and society.

Joy, Delivered was created as a response to COVID-19, sending camp to children when the world shut down. Today, we continue this program year-round to spread camp joy, always free of charge!

A big congratulations to our own, Sterling Nell Leija, Vice President of Operations, for receiving The National Service Award, designed to recognize continued and increasing service to American Camp Association at the national level. We all know how amazing Sterling is and all the energy, expertise, and dedication she brings to camp. We’re so glad the entire nation knows about her now, too.

Dr. Marita’s journey at Roundup River Ranch began even before camp was built. She was our founding Medical Director and during her 12-year tenure, she was instrumental in shaping and growing our medical program excellence, while also contributing to the medical excellence of the entire SeriousFun Children’s Network. She played a key role in our medical partnerships, camper and medical volunteer recruitment, and worked closely with our Medical Advisory Committee. We honor her expertise, leadership, compassion, and the impact she made on thousands of campers with her care. From the bottom of our hearts, we thank you Marita and wish you well on your next journey!
A FAMILY JOURNEY THAT HAS SPANNED 8 YEARS AND COUNTLESS “YES!” MOMENTS.

Sammi and her mom, Betsy, are all in for all things camp. They’ve said, “Yes!” to every Roundup River Ranch opportunity they could attend this past year and their camp journey goes back to Sammy’s first camp experience when she was in the fifth grade. This year, she turned 18! Sammi lives with Celiac and Ehlers Danlos Syndrome (EDS), but neither stop her from doing the things she enjoys and meeting new friends on a similar life journey at camp. The best part about her camp journey is the yes-factor.

Sammi says that going to Roundup River Ranch really helped her feel a lot less alone. “It was one of the first times that I wasn’t worrying about who was in the kitchen and what I’d get to eat. I was just at a Summer Camp with other people that really understood me.”

Roundup’s staff and volunteers have also had a huge impact on Sammi. Betsy shared, “The counselors and staff at Roundup River Ranch are amazing. When we were at our first Family Camp weekend, Sammi happened to lose a tooth. The camp staff arranged for the tooth fairy to come and visit her. They go above and beyond for everybody here.”

Since this past year was her last eligible year to attend camp, Sammi said, “Yes!” to attending Summer Camp, Summer Camp online, Family Retreat, and Camp Online. She has experienced the joy of camp – every way it was offered.

“My favorite thing about Roundup River Ranch is that the answer is always, ‘YES!’ They’ll figure out a way for everything to be possible for you.” – Sammi, Camper
A TASTE OF CAMP

On May 17th, we gathered in Denver at Mile High Station, bringing together donors, key stakeholders, and corporate partners to raise vital funds for our annual operations and to support the mission of Roundup River Ranch. It was a fun-filled night bringing the experiences of camp to our guests so that they could feel the joy and impact first-hand. We celebrated the return of campers to onsite camp programs in 2022 and championed our Outreach Programs for children and families in Denver and the Front Range. It was an evening of dinner and cocktails, live auction and paddle raise and, of course, inspiring stories from Roundup River Ranch campers and medical volunteers. A very special thank you to Debbi Alpert, our Superhero Award Recipient, for her tireless support of Roundup River Ranch. Debbi’s passion for helping others has meant so much over the years.

Superhero Award Recipient: Debbi Alpert
Raised: $444,586  |  87% of attendees gave
Guests: 260

“My am so touched by the incredible outpouring of support, which makes it possible for these precious kids to enjoy the amazing experience of camp at the most magical place.” – Debbi Alpert

A GRATEFUL HARVEST

This past August 13th, we brought guests all together again in the Colorado mountains for the first time since 2019. The past two years, we gathered virtually and in small groups, keeping the spirit of this event going.

We often say that it takes a village to deliver our programs to children and families in need. On this evening we shared the impact of our work and our gratitude for some very special people, whose vision and commitment made Roundup River Ranch possible. John Forester, David Horvitz and Francie Bishop Good found a common goal in pursuing a camp in the Rocky Mountains. Clea Newman Soderlund presented the Paul Newman Legacy Award to John, David and Francie while sharing stories of their work alongside Paul Newman and the SeriousFun Children’s Network.

A special thanks to Chef Riley Romanin who created a beautiful four-course meal paired with fine wines, our amazing co-chairs, and our entire event committee. We truly are GRATEFUL for what this event provides our organization.

Paul Newman Legacy Award: John Forester, David Horvitz and Francie Bishop Good
Raised: $1.48 Million  |  86% of attendees gave
Guests: 317
Co-Chairs: Donna Martin and Rebeca Hanrahan
Roundup River Ranch always held a special place near and dear to Leewood’s heart since she and her husband Tom experienced camp with a Roundup River Ranch camper – their grandson.

Leewood served as a passionate and dedicated board member of Roundup River Ranch since 2015. She passed away on May 18, 2022, but we will never forget her commitment to supporting children with serious illnesses. She and Tom brought a charitable and entrepreneurial spirit to our Board. They were always thinking of new and imaginative ways to support our mission and growth. For many years, the Woodells have been dedicated volunteers, event attendees, and supporters of camp. We are forever grateful for both of them.

This past year, Leewood was honored with an In Memoriam position on the Board of Directors. Her legacy will live on in the smiles and joy that she has made possible at camp.

“Leewood’s passion and sincere commitment for Roundup River Ranch campers and their families was infectious and heartfelt. She will forever be a part of our camp community, and her legacy inspires us all.” – Ruth B. Johnson, President Emeritus
Every step of our journey, our passion for creating joy goes hand in hand with our absolute dedication to being fiscally responsible and financially sustainable.

Financial information from November 1, 2021, through October 31, 2022, is based on FY2022 audit.

2022 Financials

Revenue

- **30.4%** Campaign Gifts $1,864,224
- **7.6%** Foundations $465,936
- **6.52%** Corporations $399,578
- **5.4%** Donated Goods and Services (in-kind) $332,301
- **33.8%** Individuals $2,074,904
- **2.59%** Organizations and Clubs $158,566
- **0%** Government
- **-18.19%*** Investment, Interest, and Other Income -$1,115,140

Total Revenue: $6,130,100

Expenses

- **4.5%** Special Event Expenses $287,809
- **8.5%** Management and General $540,200
- **18.2%** Fundraising and Marketing** $1,154,476
- **68.7%** Program Services $4,348,589
- **0%** Government $250

Total Expenses: * $6,331,074

* Annual fixed asset depreciation ($696,419) is included in the expense chart. When comparing cash expenses with revenues, excluding annual asset depreciation, Roundup River Ranch maintains a balanced cash budget. In-kind expenses are allocated within their corresponding department in each of the expense categories.

** Please note that the Board of Directors invested in Roundup River Ranch’s future by retaining an outside consulting firm to advise on growth and future strategic direction. These expenses are included within the Fundraising and Marketing expenditures and will not be annual ongoing expenses. These consulting fees and additional growth related expenses account for approximately 19% of the Fundraising and Marketing expenses.

*** Long-term investment losses totaled $1,150,862 due to the challenging year for the investment portfolio. No investment funds were utilized to support operations in FY2022. Due to the long horizon on the investment of these funds the immediate risk to operations is minimal and the strategy remains to utilize investment gains to support Roundup River Ranch’s operating expense into perpetuity.

Roundup River Ranch’s auditors certified that our FY2022 audited financials comply with the Philanthropy Advisory Service of the Council of Better Business Bureau’s and American Institute of Philanthropy’s standards and that our expense allocations are consistent with best practices in nonprofit management and fundraising. In addition to reviewing financials, organizational transparency, governance, leadership, and program results are important indicators of excellence in nonprofit performance. FY2022 overhead costs include important investments in training, planning, evaluation, and fundraising so we can continue to operate our programs at a high level of excellence.
How do you build a life-changing camp?
You start with Ruth Johnson and her “village” of passionate journey-makers.

For nearly 17 years, Ruth Johnson has been breaking new ground, creating new paths, and leading campers, families, volunteers, and staff marching forward on the most joyous and amazing journey.

As Founding President and CEO, Ruth led the way in providing life-changing camp experiences for countless children with serious illnesses and their families. In 2009, we broke ground on Roundup River Ranch. As the camp was being designed and developed, funding was of paramount concern, but Ruth said, “I never had a doubt that we would reach our goal. We knew we would achieve it. We never once considered an alternative other than success.”

As construction began and the beautiful camp we know today came into reality, Ruth continued to build a community of supporters that would stand together as the village to make this life-changing camp possible.

In 2011, the first campers arrived at camp. They made new friends, participated in every activity, shared meals with others just like them, and coined the phrase that camp is, “The best week of my life.”

The journey that followed has sent campers, staff, volunteers, and donors on a trajectory of inspiring growth and happiness at Summer Camps, Family Camp weekends, and Outreach Programs. Ruth has dedicated the past 17 years of her life to enriching the lives of children with serious illnesses and their families. Her impact will be felt for generations to come in the personal growth of returning campers, the life paths chosen because of camp, and the enhanced lives of families.

Everyone who has experienced camp will forever be grateful for Ruth’s guidance, leadership, and ability to have some fun, and as Paul Newman said, “Raise a little hell.”
Dear Friends and Supporters,

I am honored and humbled to join Roundup River Ranch as our incredible journey continues. We all owe a tremendous amount of gratitude to Ruth Johnson and the Founding Board led by Founding Board Chair, Alison Knapp, as they positioned the future of our organization from the very beginning. These past couple of years would have proven much more challenging without the strong commitment and leadership of Ruth and Cathie Bennett, who kept the mission of Roundup River Ranch growing and thriving, leading us to our bright future.

Today, tomorrow, and forever Roundup River Ranch will be redefining camp for generations to come. Whether it’s prioritizing mental health and well-being; expanding program opportunities to more children and their families with serious illnesses; investing in our campers to SHINE ON and follow their dreams; addressing barriers to reach underserved communities; or helping more kids discover the healing power of camp in more ways and more places, Roundup River Ranch will be there!

Together we will carry on our mission and expand our impact so that we can continue making positive, long-lasting, life-enhancing experiences for campers, their families, volunteers, staff, and our communities.

Thank you for joining me and our amazing Roundup River Ranch team in ensuring our campers discover that they are more courageous than they thought, more capable than they imagined, and more resilient than they had realized.

In gratitude,

Sarah Johnson
President & CEO
The amazing thing about Roundup River Ranch is how it makes it possible for every camper to SHINE.

Here, their personalities burn bright instead of being overshadowed by being the “sick kid” or worrying about what they can’t do. Their sense of humor, creativity, independence, and courage all shine through here. Whether it’s under the glowing light of stars, the warm light of a campfire, or light-hearted moments of Camp Online or Joy, Delivered, the pure magic of being a kid is never, ever snuffed out.

And when our campers shine, they brighten the hearts and spirits of volunteers, staff and family members, too.

For 2023, our NEW CAMP THEME celebrates the amazing things that happen when we all plug into the power of camp and ...

SHINE ON as you try new things you never thought you could do.

SHINE ON as you connect with friends around a real or virtual campfire.

SHINE ON as you take all the memories of camp wherever you go.
Roundup River Ranch is so fortunate to be supported by The Inn at Riverwalk. Tucked away along the Eagle River, the Inn at Riverwalk is an independent hotel in the heart of Edwards, Colorado. In their special Roundup River Ranch designated hotel room, artist Marley Seifert created an outline of a mural representing the beauty and life-changing adventures of camp. The mural was later painted by families, kids, and volunteers and 20% of the proceeds from every stay benefits Roundup River Ranch. Thank you to Matt Tabor, General Manager, and everyone at the Inn for your generosity and continued support of our mission.

LibertyGives, a Foundation formed by Liberty Media, is a valued supporter of Roundup River Ranch. Liberty Media operates and owns interests in a broad range of media, communications, and entertainment businesses. They promote the values of giving and philanthropy among their employees. We want to give a special thanks to Shane Kleinstein, their Vice President and Head of Investor Relations and Sustainability. She is an amazing supporter of Roundup River Ranch and has been a board member since 2018. We thank Shane and LibertyGives for helping bring joy to kids with serious illnesses and their families.

Roundup River Ranch is honored to partner with The Diamond Reserve based in Denver. Founder Kaeleigh Testwuide created this female-led, custom private jeweler. Over the years, The Diamond Reserve has donated one-of-a-kind jewelry pieces to both A Taste of Camp and A Grateful Harvest. These amazing hand-crafted pieces with rare diamonds have inspired donors and added extraordinary financial support to our events. Kaeleigh is a proud businesswoman and mom and feels a deep connection to the impact of our mission. Thank you to Kaeleigh and the Diamond Reserve for your invaluable support to our campers and families.

“It was such a joy to welcome campers to The Inn to create the mural and see their creative vision come to life. We are so pleased to support the mission of camp and the people behind it, making it such a special place and creating lasting memories for campers and their families.”

– Matt Tabor, General Manager, Inn at Riverwalk
Our campers have all kinds of unique, wonderful, personal journeys. But when it comes to their paths to the pure joy of camp, they all have one thing in common. Each of their magical camp experiences are powered by these incredible supporters.
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