

**CULTIVATING PLACES AND
EXPERIENCES SO EVERY CHILD CAN
ENJOY THE EXTRAORDINARY
FEELING OF BEING AN ORDINARY,
CAMP-LOVING KID.**



**Roundup River Ranch
Strategic Plan
2024 - 2026**



a seriousfun camp

OUR MISSION

Roundup River Ranch offers children with life-altering diagnoses, and their families, opportunities to **embrace joy, create connection, foster independence, and build hope** through free, medically-supported camp programs.

OUR VISION

Where illness and medical complexities take a backseat to ordinary, and **extraordinary** childhood experiences.



Why a new and exciting strategic plan?

Because that's the secret behind creating the magic of camp.

As we look to the future, we are committed to accomplishing our goals and creating life-changing moments, intentional programming, and awe-inspiring places and experiences for campers and their families. We are guided by a renewed mission and vision that celebrates our intentions and strengthens the impact we can make. Our work is always led by our hearts, our passion, and our serious-but-fun-loving guideposts which drive our decisions, fuel our spirit, and make every camp moment extraordinary.



Take a moment
and read our
inspiring
guideposts.

In the midst of belly-laughs and candle chats, exclamations of “I’ve never done this before!” and quiet moments of courage, there are even more life-changing things happening at Roundup River Ranch. Every child finds it’s possible to:

**EMBRACE
JOY**

**CREATE
CONNECTION**

**FOSTER
INDEPENDENCE**

**BUILD
HOPE**

A QUICK ROUNDUP OF ROUNDUP RIVER RANCH FACTS

WHO WE ARE:

We provide FREE year-round camp experiences and intentional programming to children with life-altering diagnoses and their families. Kids get the pure joy of being a kid, and caregivers have the peace of mind of knowing that our camp programs are staffed by incredible employees, volunteers, and renowned medical professionals.

WHO WE SERVE:

We serve children ages 17 and under, who have been diagnosed with a serious illness. We also provide programs designed for the entire family. Campers come together at our campsite, with the majority (84%) joining us from various areas across Colorado. Additionally, we broaden our reach to welcome campers across the Rocky Mountain region, including neighboring states outside of Colorado.

WHERE WE MAKE THE MAGIC HAPPEN:

Nestled along the Colorado River, Roundup River Ranch sits on 125 acres in the heart of the Rocky Mountains. We also meet campers where they are with our Outreach Programs – designed to deliver camp joy beyond our physical campsite and extending into campers' homes, online spaces, hospital rooms, and more!

WHAT DIAGNOSES WE SERVE:

Current camp sessions serve these overarching diagnosis groups: Lung Disease, Asthma, Celiac Disease, Neurologic, Cranio-facial and Dermatologic Disorders, Epidermolysis Bullosa, Congenital or Acquired Heart Disease, Heart Transplant, Cancer, Brain Tumors, Bone Marrow Transplant, Acquired Immunodeficiency, Blood Disorders, Spina Bifida, Cystic Fibrosis, Sickle Cell Disease, Kidney Disease, Kidney Transplant, Gastrointestinal Disorders, EoE, Liver Disease, and Liver Transplant. To see a full list of diagnoses we serve, visit RoundupRiverRanch.org/campers/programs.

AS WE LOOK TO THE FUTURE, OUR STRATEGIC PLAN IS FOUNDED FIRMLY ON FOUR IMPORTANT PILLARS.



To arrive at these, we looked carefully through the lenses of

- Sustainability
- Excellence
- Growth
- Diversity, Equity, Inclusion, & Access
- Enthusiasm
- Environmental Footprint





PILLAR 1 EXPAND & ENHANCE MISSION DELIVERY

"We want our lives to be as full and normal as possible. Camp definitely provided an opportunity for this."

- Camper Family

We will build upon a strong foundation of camper and family experiences through sustainable, seriously fun, diversified programming.

1

Campsite Programming

- Expand diagnoses served
- Maximize use of current assets including the Challenge Course and The Farm
- Explore year-round campsite programming
- Launch young adult programming

2

Enhanced Outreach & Hospital Programming

- Articulate strategy and program quality assessment outcomes for outreach programming
- Define sustainable outreach programming approach considering return on investment and effort, environmental footprint, and human capital

3

Youth Mental Health Partner Programming

- Engage youth mental health partners to serve campers with both primary and secondary behavioral health diagnoses
- Secure multiyear funding for programming including grant, corporate and individual commitments
- Identify and deliver mental, social and emotional health (MESH) programming for current campers and families and new, mental health qualifying diagnoses for campers (e.g., stable anxiety and depression as qualifying diagnoses)





PILLAR 2 ENRICH STAKEHOLDER EXPERIENCES

We will provide opportunities for transformational work, volunteer, and philanthropic experiences.

“It is an honor and joy to care for our campers, and to help them to be courageous and say “yes” to adventures and experiences they have never been able to say “yes” to before.”

– Emma, *Volunteer*

1

Employees

- Support engaged employees through increased commitment to health, wellness, community involvement, and professional development
- Launch a Camp Fellowship Program
- Evolve our seasonal staff experience

2

Volunteers

- Bolster the volunteer experience through expanded opportunities for educational credit
- Diversify and elevate volunteer experiences including “Superhero Volunteers” and a Vail Valley based programmatic corps
- Refine and energize fiduciary, advisory, and supporting groups to support the mission (e.g., Denver Leadership Council, Board of Trustees, Medical Advisory Committee, Advisory Committee)

3

Donors

- Evolve the donor experience through enhanced onboarding, stewardship, and engagement





PILLAR 3

STRENGTHEN FINANCIAL HEALTH & ORGANIZATIONAL EXCELLENCE

“Meeting other kids your same age who are familiar with your disease and the unique struggles it brings is vital to mental and emotional healing. Finding people that understand your experience and can empathize is life-changing, and camp gives them that opportunity.”

– Medical Volunteer

We will bolster organizational goals through enhanced financial strength and organizational excellence.

1

Focus on Sustained Financial Health

- Explore campsite-based revenue generating possibilities
- Diversify revenue sources to create greater variety in funding sources
- Complete the Roundup the Possibilities Campaign
- Expand donor base including a diversified donor demographic

2

Corporate Social Responsibility Platform

- Develop and sustainably support a robust Corporate Social Responsibility platform engaging corporate partners in volunteerism, financial support, and the opportunity to utilize the campsite

3

Balance Program Expense & Outcomes

- Engage in sustained program quality assessment
- Establish and implement programmatic impact modeling
- Commit to expense-containment disciplines





PILLAR 4 DENVER ENGAGEMENT

**"Camp is my home,
my peace, and my
safe space."**

– Noah, Camper



We will evolve programming and grow philanthropic presence in support of the mission in the greater Denver area.

1

Philanthropy & Partnerships

- Establish new educational partnerships to support volunteer engagement
- Build upon the core support base through major gift focus, corporate support, event and grassroots giving

2

Year-Round Programming

- Engage in hospital programming including increased presence at Seacrest Studios, hospital- and community-based camp programs
- Evolve our Camper Reunion model as part of comprehensive year-round programming
- Establish a Camper Alumni program

3

The Outpost

- Establish and support our employee base in Denver including our Chief Mission Officer, Director of Philanthropy Denver, Camper & Volunteer Recruiters, Outreach Team
- Identify a physical location for office presence and outreach programming



“We have found a place where we can continue to heal and move forward whether it’s through music, archery, crafting, or simply basking in the gloriousness of seeing our daughter enjoy childhood.”

- Katharine, Camper Mom

WE’RE PART OF SOMETHING SERIOUSLY AWESOME.

Roundup River Ranch is proud to be a member of SeriousFun Children’s Network. Founded by Paul Newman, SeriousFun Children’s Network is a growing global community of independently managed and financed camps and programs. Together, we empower children with serious illnesses and their families to reimagine what is possible by creating inclusive camp and recreational experiences, inspiring confidence and joy, and building community and connection.



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