



ROUNDUP THE
Possibilities 

A Campaign for Roundup River Ranch

Campaign Wrap-Up



The completion of the Roundup the Possibilities Campaign marks a transformational milestone in the history of Roundup River Ranch. More than the conclusion of a Campaign, it is a celebration of a community whose generosity, vision, and belief in this mission have secured a vibrant future for children living with life-altering diagnoses and their families.

Together, you turned possibility into reality. Through your extraordinary support, Roundup River Ranch has expanded its capacity to provide life-changing experiences filled with friendship, confidence, independence, and joy for generations to come.

Launched during the uncertainty of the COVID-19 pandemic, this Campaign was a testament to the resilience of our community. While many organizations faced unprecedented challenges, your commitment never wavered. Because of you, Roundup River Ranch emerged stronger than ever.

Today, campers and families are already experiencing the impact of your generosity.

New cabins expanded program spaces, facility enhancements, and infrastructure improvements are enriching the camp experience and allowing us to serve more children and families than ever before. At the same time, significant investments in endowment and operating reserves have strengthened the long-term sustainability of the organization, ensuring that camp will continue to thrive for decades to come.

We are deeply grateful to our visionary Board of Directors, Campaign Cabinet, volunteers, leadership donors, camper families, and every supporter who helped make this achievement possible. Every gift mattered. Every act of generosity made a difference.

As you read this final Campaign bulletin, we hope you feel immense pride in what we have accomplished together. Because of you, children facing serious illnesses will continue to discover courage, belonging, friendship, and joy at Roundup River Ranch.

Together, we have not simply completed a Campaign, we have strengthened the future of camp for generations to come.

With heartfelt gratitude,



Kristy A. Woolfolk William J. Woolfolk

Kristy and Bill Woolfolk
Campaign Co-Chairs



Sarah

Sarah Johnson
President & CEO



Ruth B. Johnson

Ruth B. Johnson
President Emeritus

The Extraordinary People Who Carried the Vision

The success of the Roundup the Possibilities Campaign was driven by an extraordinary group of volunteer leaders who brought passion, vision, and unwavering commitment to this effort.

Campaign Cabinet members served as ambassadors for the mission, advocates for camp families, and champions for the future of Roundup River Ranch. Through their leadership, the Campaign inspired donors, strengthened community partnerships, and helped guide the organization through both moments of celebration and unprecedented challenges. Their generosity of time, expertise, and resources created momentum that carried the Campaign forward at every stage.

The Campaign Cabinet:

Kristy and Bill Woolfolk, Campaign Co-Chairs

Cathie Bennett

Kathy Cole

Kathy and David Ferguson

John Forester

Georgia and Don Gogel

Lia Gore, MD

Ruth B. Johnson

Sally and Dick O'Loughlin

Debbie and Jim Schultz

Bob Shafer

Julie and Hugh Sullivan

Bev and Bruce Wagner





Low Ropes Course

This new activity area encourages teamwork, confidence, resilience, and adventure through collaborative outdoor challenges designed for campers of all abilities.



New Cabins

Three new cabins expand Roundup River Ranch's capacity to serve more children and families while enhancing comfort, accessibility, and community-building experiences for campers, families, counselors, volunteers and staff.



Lilly's Garden & Sound Garden

Inspired by camper Lilly Moats, Lilly's Garden provides a sensory-rich experience where campers can explore creativity, music, and nature in a joyful and healing environment.



Hammock Village

Created as a peaceful gathering space, the Hammock Village offers a place for rest, reflection, connection, and relaxation surrounded by the beauty of camp.

A Roundup of Possibilities Made Real



Medical Depot Upgrades

Critical renovations to The Depot, Roundup River Ranch's medical facility, strengthened health and safety operations and allowed campers to safely return to on-site programming following the pandemic.



Trent's Cookhouse Upgrades

Improvements to Trent's Cookhouse significantly enhanced camp operations while enriching the daily experience for campers, volunteers, and staff alike. Upgrades included new kitchen equipment, a new sound system, expanded food service capabilities, improved climate control, and facility enhancements designed to support the growing needs of camp.

Water & Wastewater Expansion

The completion of the new water and wastewater plant ensures sustainable infrastructure to support future growth and provide safe, reliable service for generations of campers to come.

The Journey of Possibility

Campaign Milestones & Achievements

2019

- The Frechette Family Foundation established Campaign momentum with a transformational \$4.5 million lead gift creating the Ruth B. Johnson Executive Leadership Endowment.
- Bernie and Suzanne Scharf committed a \$1.5 million estate gift and inspired additional planned giving support.

2020

- Despite the COVID-19 shutdown, the Campaign Steering Committee voted unanimously to continue the Campaign.
- Denny Sanford contributed \$1.8 million to fund the first of three planned new cabins.

2021

- Lilly Moats directed her Make-A-Wish gift to support Lilly's Sound Garden, inspiring additional donor investment in the project from Mary Pat and Dan Armistead.
- Pam and Ben Peternell established an \$825,000 endowed professional development fund for staff growth and leadership advancement.
- Donors created the Donna Meyer Campership Endowment honoring her dedicated volunteer service.

2022

- Campaign funding enabled major health and safety improvements to The Depot, supporting the return of on-site camper programming.
- In March 2022, following Ruth Johnson's announcement of her retirement, Georgia and Don Gogel, together with the Campaign Cabinet, launched the "Friends of Ruth" initiative to honor her extraordinary legacy by funding one of the Ranch's three new cabins. Inspired by Liz Stern's transformational lead gift of \$600,000, the Gogel's generous lead gift of \$250,000, and the support of 31 additional friends and family members, the initiative raised an inspiring total of \$1,185,536 to celebrate Ruth's lasting impact and make this new cabin possible.
- Kathy Cole announced a \$1 million estate gift honoring Ruth Johnson during the Campaign's public phase celebration.
- Lilly's Sound Garden officially opened.

2023

- Roundup River Ranch received an initial \$2.25 million gift from the Janet and Daniel Mordecai Foundation along with generous gifts from the Adolph Coors Foundation and The Anschutz Foundation for the construction of the new water and wastewater plant.
- Operational fundraising exceeded goals for the Campaign period, including record-breaking special event revenue surpassing \$1.8 million.

2024

- The Schlessman Family Foundation approved a \$1.5 million gift to fund the third new cabin.
- Donna and Pat Martin announced a \$500,000 Challenge Gift to help complete the Campaign.
- Groundbreaking began on construction of three new cabins.

2025

- The new water and wastewater plant was completed.
- The Low Ropes Course was added through a generous gift from the Horvitz family through the Columbine Foundation.
- Operational reserves reached a sustainable 12 months, strengthening the organization's long-term financial stability.

2026

- Amy and Jay Regan contributed a \$500,000 gift supporting the Campaign's completion and future impact.





More Campers. More Joy. More Possibility.

The completion of the Roundup the Possibilities Campaign marks not an ending, but the beginning of an exciting new chapter for Roundup River Ranch.

As we look to the future, the focus remains on expanding access, strengthening camper experiences, and ensuring long-term sustainability for generations of children and families. Investments made through this campaign have created the infrastructure and financial stability necessary to support future growth while preserving the unique spirit and culture that define camp.

Future priorities include:

- Expanding camper outreach and access to medically supported programming
- Enhancing year-round camper and alumni engagement opportunities
- Continuing investments in staff development and leadership
- Maintaining and improving camp facilities and infrastructure, including a multi-use pavilion
- Building long-term endowment and reserve support to sustain operations for decades to come

The impact of this Campaign will continue to be felt every time a camper discovers confidence on the ropes course, laughs with cabinmates, finds peace in Lilly's Sound Garden, or experiences the joy of simply being a kid at camp.

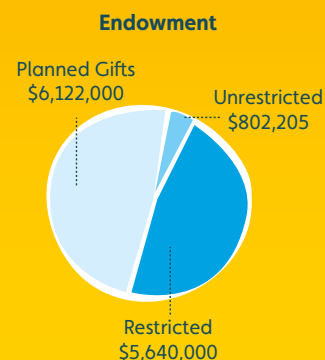
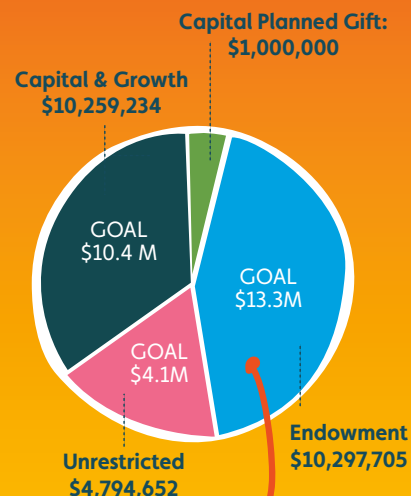
The Roundup River Ranch community has shown what is possible through generosity, compassion, and shared purpose. Continued donor engagement and support will ensure that camp remains a place where every child feels welcomed, celebrated, and empowered to thrive.

Because of You

To every donor, volunteer, partner, and friend who supported the Roundup the Possibilities Campaign: THANK YOU! Your generosity has shaped the future of Roundup River Ranch and created life-changing experiences for countless children and families.

We invite you to stay connected to the mission, continue sharing the story of camp, and CELEBRATE the extraordinary impact this community has made together.

Campaign Goal:
\$27,800,770



The People Behind the Possibilities

We are deeply grateful to the donors, volunteers, partners, and champions whose generosity made the Roundup the Possibilities Campaign a success. Together, you helped create new spaces, strengthen the future of camp, and ensure that children with life-altering diagnoses and their families will continue to find friendship, belonging, confidence, and joy at Roundup River Ranch for generations to come.

Planned Gifts

Suzi Ballard**
Mark Brammer**
Sandra & Leo Dunn**
Craig J. Foley**
Jim & Mary Hagen**
Laine & Merv Lapin**
Gina & Jim Lorenzen**
Carol & Jeff Parker**
Bob & Gretchen Ravenscroft**
Sharon & Daniel Riggs**
David* & Liz Stern**

\$2,000,000 and above

Kathy Cole**
Frechette Family Foundation
Daniel & Janet Mordecai Foundation
Janet Mordecai*
Bernard & Suzanne Scharf**

\$1,000,000 to \$1,999,999

The Ferguson Family
Georgia & Donald Gogel
T. Denny Sanford
Schlessman Family Foundation
Julie & Hugh Sullivan**

\$500,000 to \$999,999

Pam & Ben Peternell
Peternell Family Foundation
Greer & Jack Gardner**
David & Francie Horvitz Family Foundation Inc.
Donna & Pat Martin
Amy & Jay Regan
David* & Liz Stern

\$250,000 to \$499,999

Catherine Bennett & Fred Frailey**
John Forester**
Gates Family Foundation in honor of
Sandra & Richard Kiely
Harbourton Foundation
Gina & Jim Lorenzen**
The Wagner Family

\$100,000 to \$249,999

The Anschutz Foundation
David Cohen, MD**
Columbine Foundation Inc.
Lia Gore, MD & Frank Haluska, MD
Linda & Mark Kogod**
Ron* & Joan MacLachlan
Betsy Mordecai & Gareth Heyman
Debbie & Jim* Schultz**
Kathie & Bob Shafer**
Lynne & Ken Siegel
Lisa Watson & Mike Krupka
The Carlynn & Lawrence Silverman
Family Foundation

\$50,000 to \$99,999

Adolph Coors Foundation
Mary Pat & Daniel Armistead
Cynthia Engles
Betty* & Clinton Josey**
The Marilyn Augur Family Foundation
Lisa & Dave Pease**
Susan Nottingham in honor of Philip J. Robinson

\$25,000 to \$49,999

Eric Affeldt
Canter***
Eileen Clune*
Marla & George Coleman
El Pomar Foundation
Donna Meyer Endowment Fund
Jane & Reed Eberly
Sandy & Ann Faison
Regina & Kyle Fink
Edith & Louis Gitlin**
Sally* & Richard O'Loughlin
Pete Pohlmann
Sue & Mike Rushmore
Leewood* & Tom Woodell
Scott & Joni Wylie

\$10,000 to \$24,999

Debbi & Lee Alpert
Alpine Bank
Barb & Fred Baumann
Borgen Family Foundation
Rita & Joel Cohen
Leslie & Garret Davies
Holly & Buck Elliot
Alissa Gardenswartz, JD & Craig Gardenswartz
John* & Julia Gates
Gates Family Foundation
Jane E. Hall
Val Ropes & Richard A. Nelson
Ruth B. Johnson, JD & Kris Sabel**
Nancy Major, MD & Ken Romanzi
Andrea & William Phelps
Margaret & Glen Wood

\$5,000 to \$9,999

Anonymous
Mark Brammer
Chadwick/Loher Foundation
Andrea & Mike Glass
Go Play, Inc.
Robert & Blanche* Gordon
Samantha Hodgkins & Todd Vermeer, MD
Sarah & Tait Johnson
Sue & Rich Jones
Charles L. Lloyd, Jr.
Make-A-Wish Foundation of Colorado
Lisa & Doug Rapier
Anne Roberts
SeriousFun Children's Network, Inc.
Marilyn & Jim Steane
Sarah & Matt Teeters
Sara & KP Yelapaala
Nancy & Harold Zirkin

up to \$4,999

The Ayco Charitable Foundation
Anonymous
Grace E. Anshutz
The "B's of Vail"
Jayne Palu & Timothy Beyer
William Bishop
Jane Blanch
Alida Carri
Betsy* & Dennis Cheroutes
Steven Cochoff
Nancy G. Cotcamp
Carolyn & Byron Craig
Joanne S. Crosby
Cymaron Foundation
Madeline & Jeffrey Darst, MD
Susan Davis
Ebert Appraisal Service
Cathy & Joe Ethington
Rosanna & Johannes Faessler
Joanne & Robert Fallon
Deborah Friedman
Katherine & Mark Fulford
Anonymous
Jennifer & Rick Geisman
Sheika Gramshammer
Michelle Hamilton
Clyde Hanks
Debra Herz
Anne Hokin
Judy & Bob Holmes, JDs
Karen & Dennett Hutchinson, JD
Jane & Gregory Johnson
Helen Johnson
Frances & Vincent Jones
Matt Juechter*
Tim* & Barbara Kelley
Lorna & Kim Kenly
Emma Alexandra Kenly &
Andrew Robert Kenly
Shane Kleinstein & Seth Gursky
Alison & Kim Knapp
Bettan Laughlin
Sterling Nell Leija
Victoria & Patrick MacFarlane
Newman's Own Foundation
Karen & Hans Oberlohr
Brigid O'Connor & Kevin Vollmer
Priscilla O'Neil
Susan O'Neil
Lizzy, Matt, Margaret & Caroline Owens
Carol Pattison
Phyllis Paulsen
Pinecones
Carolyn & Steve Pope
Andrea Reitzel
Jaque & Jack Roberts
Katie & Mike Santambrogio
Connie Scutari
Terry Sprague & Stephen Livingston
Caren & Albert Stahmer
Kim Stokka
Audrey Stone
Carla Thomas & Robert Thomas, MD
Margot & Ned Timbel
Ellen & Stephen Tower
Cynthia S. Van Osdol
Kristina & Steve Vardaman
Carole Watters
Drs. Kristine & Keith Weisz
Joan Whittenburg
Tucker Woolfolk
Jason Wynkoop
Nancy & Hap Young

"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



seriousfunSM
children's network
founded by paul newman



Powerfully Serious About Fun

Roundup River Ranch is proud to be an accredited member of SeriousFun Children's Network. Founded by Paul Newman, this is a growing global community of independently operated and financed camps and programs.

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.

RoundupRiverRanch.org

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