



Ayobami, Adedayo, Adebayo, and Adeola enjoyed their first visit to Camp as a family this summer and had an absolute blast.

HOLE IN THE WALL HOMECOMING

In-Person Summer Programming Returns, Bringing Camp Magic and Laughter to the “Hole” Family

After more than a year away for most of our Camp families, this summer provided a homecoming; a return to a place where fun and laughter replace fear and worry and everyone understands your challenges. For ten-year-old Adebayo, who has sickle cell disease, and his family, it was also a first—the first time the family had enjoyed a weekend at Camp together.

Adebayo has been to the summer program twice—in 2018 and 2019, enjoying all of the friendships and fun Camp had to offer. But in 2020, all in-person programming was paused due to the COVID-19 pandemic. While he participated in a variety of virtual and alternative programs, like many campers, he longed to return to Camp in-person and was thrilled when his mom Ayobami, sister Adeola, and brother Adedayo could join him during the second Family Camp this summer.

“Adebayo was so excited to share the experiences he had and wanted us to understand why he loves Camp so much and love it just as much as he did,” Ayobami shared. “And we did. We had a blast and now his sister is looking forward to her Camp experience.”

Adebayo and his family are one of nearly 100 families who came to a four-day Family Camp this summer. Families swam, rode horses, hit bullseyes, and caught fish, finding time together where they could play and reconnect. All programming incorporated COVID-19 safety protocols, including podded family experiences, masking, physical distancing, on-site testing, and enhanced cleaning procedures. And though things looked a little different, with most activities taking place outdoors, the Camp magic was still everywhere.

“We had such a full and impactful experience,” Ayobami said. “They had ways of adapting everything. When it was raining, they brought fish to our cabin. When Adebayo was in a pain crisis, they brought us a wheelchair and picked us up in a golf cart. We didn’t have to miss out and could pace ourselves. It was so beneficial to all of us, and my kids are still talking about it.”

For Ayobami, and all the other parents and caregivers who came to Camp this summer, there was special programming just for them, providing connection while still keeping things safe. A silent, distanced dance party, caregiver bingo, and other activities, broadcast via headphones directly to caregivers in and around their cabins allowed them to safely enjoy one-of-a-kind Camp experiences.

“Every family should go to at least one Family Weekend,” Ayobami said. “Being able to be at Camp together and be connected with nature and life was so good for us. It was just the break we needed.”



a serious fun camp

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FROM THE CEO

As we continue to ride this pandemic rollercoaster together, all of us at Hole in the Wall do so with grateful hearts for the continued love and support of our Camp community. Our 34th summer may have looked a little different this year, but we were absolutely thrilled that our children and families safely returned to Camp for overnight experiences.

In hospitals, not only was our Hospital Outreach team back at more and more children's bedsides, but they were also able to resume some of their most popular events, including Camp Week at Children's Hospital of Philadelphia. And this fall, we were also happy to return to in-person CampOut regional events. Additionally, during these tricky

times, our alternative offerings are still providing far-reaching and flexible fun as our Family Outreach team continues offering as many virtual experiences as possible.

Speaking of virtual, we were delighted to see our community come together for the Downtown Camp groundbreaking on Facebook Live, the 13th Annual Camp Challenge, and a streaming Gala-Bash combination celebration!

As we welcome our families back to Camp this fall, we have many reasons to be thankful. We deeply appreciate you all sticking with us, standing by us, and helping bring hope and "a different kind of healing" into the hearts of all those who continue to find a home in Hole in the Wall.

James Canton, CEO



Camp CEO Jimmy Canton shares the story of Camp with campers and families during a summer Family Camp.



TRAILBLAZERS

Camp Challenge went virtual again this year. The 13th Annual event saw:

63 RUNNERS, CYCLISTS & WALKERS

hit the streets from September 18–25

\$114,000 RAISED IN TOTAL

\$30,000

DOLLAR-FOR-DOLLAR MATCH from longstanding Camp friend, Sherry Malone.

When speaking about her decision to provide the match, Sherry said, "I am thrilled to support a campaign that will positively impact the children and families of Hole in the Wall and inspire others to step forward and do the same."

In addition to the match, fundraisers were incentivized to raise as much as possible with fun Camp swag like Camp Challenge socks, Cotopaxi fanny packs and Camp Challenge jerseys to recognize their efforts. Heartfelt thanks to all participants and their supporters.



Camp Challenge Participants received a fun finisher's medal featuring event mascot Pee-Wee, Wee-Pee's cousin!



“ We were absolutely thrilled that our children and families safely returned to Camp. ”

SHERIFF'S SPOTLIGHT



The MathWorks employees have been active supporters of Camp for years, raising money and leveraging their employer match to maximize giving.

MathWorks, the leading developer of mathematical computing software for engineers and scientists, has been supporting Camp since 2017, with a team of employees running and raising funds through a variety of events. The team got its start when principal software engineer Jason Breslau wanted to give greater meaning to his Ragnar runs. Thanks to MathWorks' culture of giving, he was able to rally a team of colleagues to join him, and the group has been supporting Camp ever since.

transformative experience for my life. I feel like I have been able to do good and help raise a little hell. As a team, we are approaching a quarter million dollars in fundraising primarily for Hole in the Wall!”

Whether at Ragnar Relay races, the Boston Marathon, or even virtual events, these dedicated friends, not only fundraise from their communities, but also receive a match from MathWorks itself to double their impact. Better still, the group has also come out to Camp to help get our facility in tip-top shape during Helping Hands Work Days!

“We love being able to volunteer at Camp, and fundraise for it,” Jason said. “It has been a



CampOut returned to in-person programming this fall, with a variety of regional events that brought Camp fun directly to camper communities.



SUMMER 2021 HIGHLIGHTS!



Nearly 100 families safely enjoyed individualized experiences at Camp this summer, filled with all their Hole in the Wall favorite activities!





“ When you are a family with a sick kid, on a day-to-day basis you feel very alone. It’s hard to relate to other people. I think coming to Camp you don’t feel alone—it feels like coming home. It feels like there are people there who understand what you are going through. ”

—Camper mom Allyson



GOING GREEN

Over the past year, Hole in the Wall has taken significant steps to decrease our carbon footprint. First, this past June, Camp completed two rooftop photovoltaic solar installations—one on the Theater and the other on the Facilities building. In the first two months the systems were active, they provided 18,500 kilowatt hours of clean electricity, which is the equivalent to almost two years of power for the average family household. Even better—the system generates more energy than Camp can use during the summer months, providing a surplus of green energy that can be drawn on during the darker days of winter.

Additionally, Camp has another big green project in the works. The

new Downtown Camp Creative Complex will use geothermal heating and cooling, which will prevent 77 tons of carbon dioxide from entering the atmosphere—the equivalent of taking 16 cars off the road each year! Two deep water wells will be drilled near the complex, which will be used to circulate heat from the water in the winter and transfer heat into the well in the summer.

These initiatives are in addition to other green activities the Camp has implemented in the past, like composting kitchen waste and printing our publications—including the one you’re reading right now—on recycled paper with soy-based inks.



Solar panels were installed on the Theater and Facilities buildings earlier this year, providing green and clean power for Camp programming.



PARDNER PROFILE

Meet Robin!

Earlier this year, Hole in the Wall welcomed a new face to our Development team—Robin Farrell, our new Chief Development Officer. A self-proclaimed “camp person” who spent years as a camp counselor, Robin has more than 20 years of development experience, most recently at Avon Old Farms School in Connecticut. When she learned of the position at Camp, Robin was thrilled for the opportunity to combine her passion for

philanthropy with her love of Camp, at a place she has always been impressed with.

“I’ve heard it’s a privilege to work at Hole in the Wall, and it’s absolutely true,” Robin said. “I feel honored and excited to work alongside a dedicated staff and loyal community of supporters whose hearts are aligned with Paul Newman’s admirable legacy.”

“ I feel honored and excited to work alongside a dedicated staff and loyal community of supporters. ”

HOSPITAL OUTREACH PROGRAM ON THE GO

After gradually returning to in-person bedside programming last fall and into the spring, the Hospital Outreach Program (HOP)™ jumped back into hospital-wide events this summer. Whether Camp Days, Slime Days, or a week of Hole in the Wall magic at Camp Week @ Children’s Hospital of Philadelphia (CHOP), Camp’s HOP specialists shared smiles and provided an escape for children in hospitals from Wilmington, Delaware to Boston, Massachusetts.

Though things looked a bit different than in the past, with event activities streamed safely into patient rooms via hospital closed-circuit TV, patients were fully engaged with all the

“ I wanted to personally thank you for making Camp Week @ CHOP magical. The feat that you all pulled off is truly incredible. ”

activities. Children had many opportunities to connect and play through arts & crafts and slime kits delivered directly to their rooms, or by calling into live TV shows and interacting directly with specialists.

“I wanted to personally thank you for making Camp Week @ CHOP

magical,” said Kate Carpenter McGowan, Child Life Clinical Supervisor at Children’s Hospital of Philadelphia. “The feat that you all pulled off is truly incredible. Never in a million years did we ever think we’d be experiencing the world we are living in today—but you guys continually prove that anything is possible.”

HOPE ON THE HORIZON

On August 18, Hole in the Wall broke ground on the new Creative Complex to replace the Downtown Camp buildings lost in a February fire. To date, 4,500 donations have been received for the rebuild including a \$1 million gift from Newman's Own Foundation and a \$1 million match provided by Travelers and the Travelers Championship. This inspiring outpouring of support from the community in the aftermath of the fire allowed Hole in the Wall to focus its efforts on rebuilding

a forward-thinking and inclusive facility to best meet the current, future, and varied needs of the children with serious illnesses and families that the Camp serves.

"This pandemic has been challenging for all of us, but it has been especially isolating for the children with serious illnesses and families that Hole in the Wall is so privileged to serve," said Camp CEO Jimmy Canton. "Their resilience in the face of adversity continues to be an inspiration to all of us. We honor

their strength and bravery with the start of an exciting next chapter here at Camp—a new program complex that will usher in a new era of magical moments filled with hope and 'a different kind of healing.' Our updated, expanded, and fully accessible Creative Complex will not only provide a new home for Arts & Crafts, Woodshop, and the Cooking Zone, but also feature a new quiet sensory area for campers and dedicated space for parents and caregivers"



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Many thanks to our Camp friends and families who have generously shared their personal photography with us as they participate in alternative programming.

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The new Downtown Camp Creative Complex is expected to be completed in Fall 2022.



From left—Andy Bessette, Executive Vice President and Chief Administrative Officer of Travelers, Miriam Nelson, President and Chief Executive Officer of Newman's Own Foundation, Jimmy Canton, Chief Executive Officer of The Hole in the Wall Gang Camp, Dannie Pink, former camper and summer staff at The Hole in the Wall Gang Camp, Alan Schnitzer, Chairman and Chief Executive Officer of Travelers, and Nathan Grube, Tournament Director of the Travelers Championship break ground on Camp's new Creative Complex.



Camp Week @ Children's Hospital of Philadelphia.



Slime Day at NewYork-Presbyterian Morgan Stanley Children's Hospital.



Camp Days at Nemours Children's Hospital, Delaware.



Bringing campfires right to children's besides.



2021 VIRTUAL CELEBRATION

Heartfelt stories, comedic skits, and uplifting songs made for an inspirational evening.

The stars twinkled brightly on September 12 for Many Hearts, One Dream: A “Hole” Celebration of Camp Magic. More than 7,000 old and new friends from across the country logged on on September 12 at 7:00 p.m., and over the next two weeks, for a memorable virtual celebration. Starring four incredible campers and a who’s who of celebrity friends, this year’s celebration combined heartfelt stories, comedic skits, and uplifting songs into an inspirational evening.



Jake Gyllenhaal

Campers AJ, Daniela, Sa’Myah, and Zaire stole both hearts and the show while keeping things moving on schedule as our backstage team and star performers. The virtual festivities included many unforgettable moments including Matthew McConaughey’s special tribute to Paul Newman, Board Member Bradley Cooper’s introduction of our four camper performers and Seth Meyers teaming up with Camper Daniela

for the hilarious “Who’s at Camp” skit. And since the event combined the fundraising forces of the Fandango Benefit Gala, the Big Apple Bash, and the Beantown Bash, it was the perfect setting to present the friends of both Bashes with Camp’s highest honor, The Most Wanted Award, in a special segment helmed by Jake Gyllenhaal. The event, which also



Bradley Cooper



Lea Salonga

Many Hearts, One Dream



Camper stars, (clockwise from top left) Zaire, Daniela, Sa’Myah, and AJ

featured appearances by Corbin Bleu, Charlie Day, Mary Elizabeth Ellis, Josh Groban, Christopher Jackson, Nikki M. James, David Letterman, Melissa Newman, Al Pacino, Lea Salonga, Phillipa Soo,

Kyra Sedgwick, James Taylor, Blair Underwood, Bubba Watson, and Vanessa Williams, raised nearly \$4 million for our programs thanks to Camp’s caring community.

Look inside to see a heartwarming for homecoming for camp families.

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