



*Creating a different
kind of healing
since 1988*

CORPORATE PARTNERS PROGRAM

THE HOLE IN THE WALL GANG CAMP



Our Purpose

The Hole in the Wall Gang Camp is dedicated to providing a "different kind of healing" to seriously ill children and their families throughout the Northeast, free of charge. It's a community that celebrates the fun, friendship and spirit of childhood where every kid can "raise a little hell."

Our Goal

To ensure that every child with a serious medical condition has the chance to experience the world of possibilities that camp has to offer. Through the generosity of others, The Hole in the Wall Gang Camp community provides this unique healing experience to kids in need and their families, including those who may not be able to come to Camp.



Our Founder

The Hole in the Wall Gang Camp was founded in 1988 by Paul Newman with one simple premise in mind, that every child, no matter their illness, could experience the transformational spirit and friendships that go hand in hand with camp.

Paul Newman, while a successful actor, was also a visionary with the heart of a child. His personality, playfulness and mischievousness are infused within every corner of Camp, from the pirate flag he raised on the tree house to the days he spent on the lake fishing with campers.

With unobtrusive expert medical care, it was Paul's dream that Camp would provide seriously ill children with a fun-filled experience defined by compassion, laughter and acceptance.



Our Core Values

Our core values are the principles that guide both strategic decisions and daily behavior rooted in the philosophy and vision of Camp's founder.

Safety

The care of children with serious illnesses is both a serious responsibility and a serious privilege. Physical and emotional safety is paramount in all we do.

Camaraderie

To create a community that fosters friendship, inclusivity, a little bit of mischief and a whole lot of laughter.

Possibility

All aspects of our community are designed to allow every individual inspired by camp to believe that the impossible can be possible.

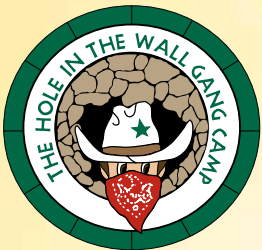
Appreciation

We recognize the generosity and gratitude of others and intend to exemplify that in all our decisions and actions.

We remain grateful for the original dream of our founder to pair good fortune with misfortune and we cherish the friendships we have with all inspired by the camp.



Our Brands



Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp is a community dedicated to providing “a different kind of healing” to children and their families coping with cancer, sickle cell anemia, and other serious illnesses. Through summer sessions and family weekends at the Camp in Ashford, Connecticut and year-round outreach to hospitals and clinics across the Northeast, the Camp serves more than 20,000 children and family members annually. All services are provided free of charge.



Team Hole in the Wall is a community of generous and compassionate individuals teaming up to provide a “different kind of healing” to children and families who are battling serious illness. Our members participate in athletic events or create and host events of their own while supporting the programs and mission of The Hole in the Wall Gang Camp and carrying the torch left by our founder Paul Newman.



AngelRide is an annual charity cycling event designed to support The Hole in the Wall Gang Camp’s Hospital Outreach Program. Since 2004, AngelRide participants and corporate partners have generated more than \$3 million to advance the Camp’s year-round outreach to children, families, and healthcare providers in hospitals across the Northeast.





Our Programs

The Hole in the Wall Gang Camp extends year-round support to children, families, and healthcare professionals through seamless and integrated programs that include:

Summer Program – Our signature summer program of nine, weeklong sessions for seriously ill children aged 7-15, including one session devoted to sibling campers.

Hero's Journey – Our weeklong programs for teens and young adults with a focus on teambuilding and adventure-based initiatives.

Fall-to-Spring Program – Our series of weekend programs that run from September to May, including camper weekends, family weekends, weekends for parents and caregivers and more.

Hospital Outreach Program – Our year-round program designed to extend the joy and companionship of Camp to

hospitalized children in partnering sites across the Northeast.

Stars in the Sky Society – Helps former campers (age 18+) and counselors stay connected to the fun and friendship of Camp.

C.O.P.E. (Change of Pace Experience) – Our program for camper parents that provides respite, networking and the chance to learn from other parents with seriously ill children.

Camp in the Community – our mobile outreach program designed to bring Camp programs to children and families in their communities.



Our Stats

Camp Facts

Year founded: 1988

Location: Ashford, Connecticut

Size: 344 acres (including 44-acre Pearson Pond)

Number of buildings: 40

Number of children served annually by Camp: 20,000+

Percent of funding from Newman's Own: 2%

Number of year-round staff: 64

Number of seasonal staff: approximately 75

Number of volunteers: 1,000+

Camper-to-counselor ratio: 2:1
(1:1 as needed)

Cost to underwrite a child's

Camp experience: \$2,500

(Camp is free of charge to campers.)

Camp activities: horseback riding, archery, sports and recreation, swimming, boating, fishing, theater arts, music, tennis, miniature golf, arts and crafts and woodworking.

Number of states typically served by Camp: 26

Number of countries typically served by Camp: 4

Medical procedures administered: oral and IV medications, IV fluids, transfusions, chemotherapy, G-tube feedings, oxygen and nebulizers.

Hospital Outreach Program Facts

Established: 2002

Number of Hospital Outreach Specialists: 20

Number of child, sibling and parent visits anticipated in 2012: 20,000+

Number of Partner Hospitals/Sites: 24

Finances - Fiscal Year 2010

(The most recent year for which a board-approved financial statement is available.)

Total Contributions: \$11,828,195

Total Expenses: \$9,519,920

Cost of funds raised per dollar: \$0.14 cents

2012 Summer Camper Facts

Number children served: 1141

Camper ages: 7-15

Minorities: 50.5%, African American: 42%, Latino: 7 %, Asian: 1%, Other minorities: .05%

Regional demographics: New England: 57%, New York and New Jersey: 24%, other U.S. regions: 15%, International: 3%.

Camper diagnoses: sickle cell: 29%, cancer: 26%, HIV/AIDS: 10%, hemophilia: 8%, metabolic illnesses: 4%, other blood diseases: 8%, camper siblings: 15%.

Percent of campers from low-income families: more than 50%



Our Value Proposition



When you partner with The Hole in the Wall Gang Camp, you align your brand with a world-renowned nonprofit organization supporting seriously ill children. Your involvement will have a direct, tangible, and immediate impact on the children, families, and healthcare professionals whom we serve.

- ▶ **Our development staff work 1:1 with our corporate supporters to craft the perfect partnership plan to fulfill their corporate social responsibility objectives.**
- ▶ **Our *Corporate Partners Program* is designed to showcase a company's generosity as well as fully engage employees through unique and compelling involvement opportunities.**





'Full Scale' Partnerships

Through financial gifts, event sponsorships, and employee involvement, Camp's Corporate Partners directly impact our annual operating goals, thereby extending the healing power of Camp to thousands of children each year.

Direct Program Support

A leadership gift in the form of a multi-year pledge will enable sustained free-of-charge programming to seriously ill children. Giving opportunities may be designated to underwrite one or more of the following Camp Programs:

- Summer Sessions
- Regional Hospital Outreach Initiatives
- Family Weekend Sessions
- COPE Sessions
- Cabinships
- Camperships

Employee Activation

Unique and compelling involvement opportunities – ranging from athletic events to "Helping Hands" Workdays, provide dynamic opportunities to directly engage company employees in the mission of serving others.

Executive Networking

Unique opportunities to engage fellow corporate leaders at many benefit events and receptions. We depend on executive-level support and counsel to creatively fuel the growth and sustainability of our vision.

Cause-Related Marketing

Co-branding ventures can generate significant revenue for our programs while providing consumers a choice in your company's retail marketing. Pending license and contract agreements, cause-marketing ventures allow for commercial alignment of our quality brands, thereby reaffirming your corporation's commitment to philanthropy.



Our Events

The Hole in the Wall Gang Fund administers a vibrant series of special events that raise critical funds and awareness for our year-round programs. These high-end events offer unique opportunities for new and existing partners to connect with the mission of Camp.

- ▶ **Paul Newman Founder's Day Event**
January 24th, 2013
- ▶ **Boston Big Top Bash**
April 2013
- ▶ **AngelRide**
May 24th-26th, 2013
- ▶ **Polo for Children**
June 9th, 2013
- ▶ **Fairfield Road Race**
June 22nd-23rd, 2013
- ▶ **Camp Challenge Ride**
September 7th, 2013
- ▶ **Fore a Very Good Cause Golf Tournament**
September 2013
- ▶ **25th Anniversary Gala**
September 2013
- ▶ **Halloween Bash**
October 2013



Event support includes ticket packages, presence marketing and product activation opportunities, and advertisements to engage the community and your clients in learning more about your business and its impact on our mission.



EMPLOYEE ACTIVATION

"Helping Hands" Workdays

Schedule a Helping Hands Workday at the Camp to help prepare the beautiful 300-acre site for the arrival of campers and families. Our partners have used this as a remarkable teambuilding experience. Lunch and comprehensive Camp tours are provided.



Event & Program Volunteerism

Corporate volunteer groups are needed to assist with a number of critical tasks alongside our annual special events. Company employees are also invited to apply for program volunteer positions to work directly with the children and families in our care.

Team Hole in the Wall

Embrace health and wellness by forming a Corporate Team to participate in a Team Hole in the Wall athletic event. Our partners have leveraged the corporate teams concept to activate staff wellness initiatives.

Team HITW Associates work 1:1 with company team leaders to provide training programs, jerseys, and fundraising support.





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