



Lake Geneva Fresh Air Association  
PO Box 10, Williams Bay, WI 53191

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Interested in serving on the LGFAA Board or helping on a special projects committee? Contact us!  
Brad@holidayhomecamp.org

# MORE THAN JUST A CAMP!

With the help from our staff, community, and donors we are proud to have served over 500 campers in 2013 at our Holiday Home Camp facility, and over 2900 people in our OWLS programs. One of the highlights that makes the Lake Geneva Fresh Air Association stand out as more than just a summer camp is that staff routinely serve in our campers communities by volunteering! Volunteering allows the LGFAA to continue its ongoing mission of serving youth and helping them grow. Staff role model positive behavior, show kids they can make a difference in their com-

munity, and facilitate being agents of positive change! 2014 has started off with amazing speed as the association has already volunteered in after-school programs, Big Brother Big Sister events, community fund raising events in Chicago, and much more. These opportunities have allowed us to interact with over 150 students in various locations already! Lake Geneva Fresh Air Staff are always looking for new volunteer opportunities that benefit kids.

If you have ideas, or know of a volunteering opportunity please contact Amanda at 262.245.5161 or email her at [Amanda@holidayhomecamp.org](mailto:Amanda@holidayhomecamp.org).

## -- HOST FAMILIES NEEDED --

The New York Fresh Air Fund serves over 10,000 campers each year through a unique hosting program that takes place right in their own community! The Lake Geneva Fresh Air Association is piloting our own version of this amazing program in 2014. The new LGFAA "HOME STAY" community based host program, is currently taking applications for 12 host families. To learn more about the program, or if your family would like to host a camper for 1 week please see the application on our website!

## LGFAA EVENTS CALENDAR

**MAY**

May 22—Golf Event



May 31—Alumni and Friends Camp Clean Up and BBQ

**JUNE**

June 21—Gala



**August**

August 10—Family Car Show



August 15—Ladies Lunch



Visit our website [www.HolidayHomeCamp.org](http://www.HolidayHomeCamp.org) or call 262-245-5161 for event tickets and details



# The Waterfront

SPRING 2014

## A Letter From The President



Whoever thought we would have to add the phrase "Polar Vortex" to our vocabulary list? Yet, after this brutal winter, we are all too well aware of what the bitterly cold implications of those words mean! And with this extensive cold, the symptoms of cabin fever have reared their ugly heads. If you are like me, you are dying to get outside without five layers of neoprene and down, antsy to get back on the running or bike trails, dying to put your boat back in the water or sit on the end of a pier to watch the sun set as a warm summer breeze soothes your skin. And why shouldn't you feel that way? From the time we can remember, most of our best memories in life are formed outside in the fresh air – with friends and laughter surrounding us.

And if we are all feeling this way, I am sure you can imagine how the disadvantaged children we serve each year are feeling after enduring such a harsh winter season. They are amped up, keeping their fingers crossed that they will receive the opportunity to come back to Holiday Home Camp where they can breathe in the fresh air, stretch their limbs, sound their voices and participate in the very same outdoor indulgences that we are chomping at the bit to enjoy.

Some people question what the value of one week of summer camp is for a child who faces many tough obstacles. My answer comes back as another question; what is the value of a one week vacation in our increasingly busy lives? Priceless! For those of us who spend most of our time in an office or traveling to and from meetings and obligations, the time we finally have to get away, to re-charge, rejuvenate and clear our heads is the time that we remember and cherish. And so it is with the children we serve. Their home lives are full of hardship and struggle, stresses and disappointments, but when these wonderful young kids arrive on our beautiful property along the waters of Geneva Lake, the fresh air, clear water, warm sun, cool earth and sheltering trees combine to form the most magical tonic that helps create a sense of security, self-confidence and hope within them, which allows them to then tackle their obstacles back at home.

Here at the Lake Geneva Fresh Air Association, with the exuberant energy and talent of our new Executive Director, Brad Cripe, we are gearing up for another life changing summer

season. And as has been the case for 127 years, we couldn't impact the young lives that we do without the tremendous support from all of the generous individuals, businesses and organizations in our extended community. We are so thankful for your past support and hope that you will join us again in continuing our tradition of transforming the lives of disadvantaged youth through fresh air, outdoor experiences.

As the Polar Vortex heads back to where it belongs and the ice finally melts away, as you head out your door into the warm sunshine to enjoy a wonderful moment to yourself outside, will you consider sending a donation that will provide that same gift to an underprivileged child, dizzy with cabin fever, who is dearly hoping to get the chance to enjoy the outdoors just like we are? Your gift will be priceless!

Think sun! Think warm! Onward and Upward...into the fresh air!

-Molly Keller  
April, 2014

LAKE GENEVA FRESH AIR ASSOCIATION  
HOLIDAY HOME CAMP • OWLS LEADERSHIP

## 2014 WISHLIST

Please visit our new online wish list at [AMAZON.COM](http://AMAZON.COM)  
Search wish list section for "Holiday Home Camp"  
It's as easy as shop, click, donate!  
Choose your donated item from our list of preselected needs.  
All purchases will be shipped directly to HHC with a letter from you.

## Staff Intro: Brad Cripe -Executive Director

I'm very excited to be writing to you in my new role as Executive Director of the LGFAA. After being a part of the professional camps community for more than twelve-plus years, it's an honor and a pleasure to step into this position. As an alumni of UW-LaCrosse I earned my degrees in Recreation Management highlighting youth and family programming. During my career I have worked in public, private, and non profit sectors of recreation giving me a wide perspective and knowledge base that allows me to look at things with a fresh vantage point as we grow. Previous to this move, I proudly served Camp Winnebago in Illinois for 8 amazing years. Under my leadership Camp W earned many awards and accolades for our programs including being named "Most Impactful Camp in the Nation"! I aim to bring that same energy and passion to the LGFAA, and our programs. Returning to WI, and serving the Lake Geneva Fresh Air Association



was a natural fit for me as my personal mission has always been using camp as a way to help campers and staff meet their greatest potential! Ultimately, I look forward to serving the association's mission of bringing a fresh air experience to as many children as we can, while leading us in a positive direction of growth for years to come. I am eager to meet the members of our community, and look forward to learning about all of you, your passions for Camp, and what excites you about the future of our association. In the next several months, I will be looking to at-

tend events in our local communities and around our service areas to meet with potential members and others who have a shared interest in our mission. If you have suggestions about possible opportunities, or if you know of people to connect with locally, please feel free to stop by, give me a call, or send me an email. Lastly, my family and I would like to offer a sincere "Thank You", for the overwhelmingly positive support and energetic welcome many of you have already provided as we relocate to the Holiday Home Camp property. Thank you for allowing me this opportunity to lead the LGFAA into a new era of stability and expanded programming. I truly look forward to connecting with many of you in the coming months around our shared love of camp, the outdoors, and providing life changing opportunities for kids.

~Brad Cripe

## Celebrate the Summer Solstice at the 2014 FIRE & ICE GALA

The Gala Committee members are hard at work putting together all of the special touches that continue to make this annual event THE kickoff to the summer season in the Lake Geneva area! This year our Gala will be held on the shores of Geneva Lake under a gorgeous tent at the Lake Geneva Yacht Club on Saturday, June 21, 2014. Our theme for the event is Fire & Ice and as June 21<sup>st</sup> marks the Summer Solstice, we will have even more reason to celebrate and (fingers crossed) enjoy the fresh air of a warm summer evening.

Some new and exciting changes for this year include a 50/50 Cash Raffle in which one lucky grand prize winner will win \$10,000! Ticket prices are \$100 each, and only 200 tickets will be sold...so be sure to buy your tickets early! Additional changes to the Gala include the elimination of the

Live Auction- allowing us more time to focus on what really matters- the children of Holiday Home Camp! Rest assured however, we haven't changed too much and guests will still have the opportunity to participate in Adopt-A-Camper...and try their luck at winning another beautiful piece of jewelry thoughtfully created and donated by China West Jewelers! As always, there will be lots of laughs and socializing during the cocktail hour, a wonderful sit down dinner catered by Courtyard Catering, late night dancing to the band Platinum, and much more!

We hope to see all of your familiar faces on June 21st...and why not bring along someone new?!? With a theme like Fire & Ice, we promise you won't be disappointed! Be looking for your invitation in the mail, or for additional information, please contact Amanda at 262.245.5161

The Lake Geneva Fresh Air Association, through Holiday Home Camp and OWLS programs, gives fresh air opportunities to disadvantaged youth, and leadership and team building skills to youth and adults of all ages.

## Holiday Home Summer Camp



### What Really Happens at Holiday Home Camp...

When sharing with potential campers everything that Holiday Home Camp has to offer, staff often find themselves discussing the fun, the waterfront, the camp games and the friendships made while at camp. But what really adds so much meaning to all this, is that everything we do at Holiday Home Camp is intended to improve self-esteem and build confidence in our campers.

Since 1887, Holiday Home Camp has offered a second home for children to explore, learn, grow, and discover themselves in a fresh air environment. When a child first steps off the bus at Holiday Home Camp, they are

welcomed with smiles and are called by their first name. When a child approaches the waterfront for the first time, they know they are completely safe even though they have never swam. And when a child starts to sing a camp song, they know they can be as loud and gooly as they want without others passing judgment. Individuality is welcomed in every setting at camp which brings out the confidence and true personality of each camper.

Holiday Home Camp has not been around for over 125 years to simply get children outdoors. Holiday Home Camp has thrived for so long because camp itself

changes children's lives. Camp helps children discover their inner strengths by challenging them to try new things. Camp helps children become more confident by welcoming individuality. Camp also builds self-esteem in children by recognizing their abilities and accomplishments. Summer 2014 is sure to be filled with many laughs, games, songs and boat rides but it will also be filled with much more. This summer will be filled with building self-esteem, confidence and inner strength in the most deserving of campers!



### ELITE TEENS



Africa Baker, a third year ELITE, recalls her experience thus far in the ELITE Teen

program... "Since becoming a part of the Holiday Home Camp (HHC) family, I have experienced nothing but bliss. At the age of 10 I started attending camp. I remember being very hesitant because I had never slept away from home before. However, upon arrival I was warmly greeted by staff

and acquired many friends. As a camper, I looked forward to camp every year because it represented a safe, fun, and friendly environment that I could just be a kid and enjoy the outdoors. Growing up on the west side of Chicago didn't offer me the serenity that HHC did. When I was offered the opportunity to become a part of camp's program for teens, I was ecstatic. Formally known as the "Leadership Training Youth" (LTY) program, the "Exceptional Leaders In Training Everyday" (ELITE) program allowed me to accomplish things I didn't think were possible. While in the ELITE program I have had the privilege of participating in activities that served as life lessons to broaden my horizon. From organizing local

food pantries to volunteering at homeless shelters, I think it's safe to say that joining the ELITE program was life changing. Not only did the program expose me to various community service and outreach activities, but it also gave me the chance to see my friends grow and succeed. Thanks to Holiday Home Camp and the ELITE program, I am very proud to call myself a leader and I can't wait to bestow the same warmth and encouragement I received to future leaders." Everyone at HHC is so proud of not only Africa, but all ELITES. They are busy year round working on their leadership skills. We look forward to welcoming 20 new teens in the program this summer!



## Outdoor Wisconsin Leadership School

It's only April and the OWLS programs are already in full swing with adventure groups! This isn't a surprise as they amazing facilitators served over 3032 participants last year alone. With this many groups, community support and collaborations are an important aspect of our success. We are happy to have recently partnered with Inspiration Ministries, a local nonprofit retreat center, that has additional lodging which allows us to book larger groups using both our HHC location and theirs.

2014 also brings 2 great new opportunities for OWLS. First, we are excited to begin offering Environmental Education programs for regional schools beginning in the late Fall. Second, OWLS is exploring the possibility of moving and expanding its legendary High Ropes course. The possibilities are endless, but we need your help! If your interested in assisting us with this exciting project please contact Brad at 262-245-5161 or email at Brad@holidayhomecamp.org

