It's not just a place, is it? It's a feeling.

And I get it here. I wasn't looking for a new job. But when camp asked me to consider this position, something deep within me stirred. I felt it when I listened to Mimi share stories as we walked the path toward Outpost. I felt it when I laid in my bed later that week, unable to sleep, energized by the idea of camp. I felt it when I told my two children how this was the dream I didn't know I had but now makes such perfect sense.

As I dive into this work and look at what has been done before me, I am both awed and honored.

Thank you. Thank you to Mimi for helping build this camp into the force that it is. Thank you to the staff for giving this mission the heart and soul that you do. Thank you to the volunteers, donors and advocates who make it possible. And thank you to the board for allowing me the opportunity to lead this team and this camp.

I hope that within these pages, you see precisely what I saw from the outside and now admire from within: Camp is, in many ways, the cure. It is joy. It is respite. It is laughter. It is empowerment. It is confidence. It is love. It is home.

Here's to everything you've made possible—and everything that is to come.

Nichole E. Dunn
President/CEO, Flying Horse Farms

Flying Horse Farms is a proud member of the SeriousFun Children’s Network, a global community of camps and programs serving children with serious illnesses and their families, always at no cost. Founded by Paul Newman in 1988, SeriousFun has served more than 732,000 children and families.

Each member camp is an independent, not-for-profit organization dependent upon private funding. Flying Horse Farms is a registered 501(c)3 nonprofit organization. All of our operating costs are underwritten by the generosity of others. We’re funded by gifts from individuals, corporate partners, grants and foundations.

Located on 200 scenic acres in Mt. Gilead, Ohio, Flying Horse Farms is a world-class camp that offers magical, transformative weekend and weeklong camp experiences for children with serious illnesses and their families—free of charge.

Researchers from Yale have proven that camp is keeping its promise. A study released in 2015 showed that campers leave with increased confidence, self-esteem, social skills and more. The bonus? Camp transforms many others, too, from generous donors to volunteer doctors.
WHO WE ARE

MEET THE TEAM

2017 BOARD OF DIRECTORS

Kathleen Stackoff, Chair
President – B&G Industries
Orange Star Consulting

Tony Gannon, Vice Chair
Senior Vice President, Retail Operations, Ulta

Carol Watkins, Past Chair
Chief Financial Officer, Cardinal Health, Inc.

Robert Grant, Esq., Secretary
Corporate Counsel, Big Lots Stores, Inc.

Charles E. Zobza, Treasurer
Executive Vice President, Energy Solutions, American Electric Power

Jean Belford
Founder, Flying Horse Farms

Andrew Alexander
President, Northwest Ohio

Juan Antonio Pérez
President & Co-Owner, Northern/Central Ohio and Michigan

Gail Alford
Community Advocate

2017 MEDICAL ADVISORY BOARD

Gerald Boyle, MD - Chair
Medical Director, Pediatric Transplant and Heart Failure Programs, Children’s Hospital of Pittsburgh of UPMC

James Cooper, MD
Division Chief, Pediatric Cardiology, Department of Pediatrics, University of Pittsburgh School of Medicine; Medical Director, Children’s Hospital of Pittsburgh of UPMC

Susan Crow, MD
Division Chief, Pediatric Hematology-Oncology-Bone Marrow Transplantation, Department of Pediatrics, Nationwide Children’s Hospital

Ryan Gorney, MD
Emergency Physician, PMG Good Samaritan Hospital

Karen Jones, CNPH-PC
Pediatric Nurse Practitioner, Nationwide Children’s Hospital

Sandra Kim, MD
Associate Director, Ambulatory Hematology/Oncology Program, Nationwide Children’s Hospital

Nick Lashuta
President, MS, CCLS, CHIPS

Sharon M. MCGlouin, DO
Chair, Department of Pediatrics, Division of Hematology/Oncology, Nationwide Children’s Hospital

Arthur S. Pinkoff, MD
Chief, Division of Pediatric Hematology/Oncology, Children’s Hospital of Pittsburgh of UPMC

Zachary A. Place, MD
Chief, Division of Pediatric Endocrinology, Dayton Children’s Hospital

Sharon Rose, RN
Cardiology, Hematology-Oncology and Research Coordinator, Children’s Hospital

2017 FLYING HORSE FARMS STAFF

Mary Louhara
Development Officer, Development Director, Events

Tiffany Mead
Marketing Director, Events

Stephanie Moore
Development Coordinator, Development Director

Don Waggoner
Development Coordinator, Community Relations

Sara Knight
Events Coordinator, Event Manager

Stevie Davis
Director, Development

Thank You

for helping make transformation possible.

Mimi Davis
Chief Executive Officer and President

Tiffany Mead
Development Director, Events

Stephanie Moore
Development Coordinator, Digital Services

Don Waggoner
Development Coordinator, Community Relations

Sara Knight
Events Coordinator, Event Manager

Stevie Davis
Director, Development

2017 AWARDS

Best Workplace Ohio Business Magazine

Smart 50 Award

Mimi Davis

Dayton Children’s Hospital

Michael Wilkerson
Facilities, Technical & Workplace Manager

Jim Hofer
Chief Financial Officer

Jackie Reznick
Vice President, Marketing

Dr. Beth Golantowski, MD
Pediatrician

Ally Bloomfield
Healthcare PR

Tony Garrison
Controller

Emily Barret
Development Fellow

Kristen Capodona, CCLS, CHIPS

Alex Donner
Program Coordinator

Carlos Martinez
Care Manager

3 FLYING HORSE FARMS • 2017

4 FLYING HORSE FARMS • 2017
In 2017, Flying Horse Farms served 884 campers, including 629 returning campers and 255 new campers.

### Campers Served by Diagnosis

- **Heart**: 98
- **Cancer**: 80
- **Sibling**: 77
- **Pulmonary**: 53
- **Gastrointestinal**: 48
- **Sickle Cell**: 43
- **Craniofacial**: 36
- **Hematology**: 27
- **Other**: 18

### Family Campers

- **347**

### By Region

- **Northeast**: 782
- **Central**: 70
- **Southwest**: 782
- **Southeast**: 247
- **Northwest**: 144
- **Soutwest**: 306
- **Central**: 144
- **Northeast**: 31

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**Impact We Make**

- **Cancer**: 98
- **Heart**: 80
- **Rheumatology**: 77
- **Pulmonary**: 53
- **Gastrointestinal**: 48
- **Sickle Cell**: 43
- **Craniofacial**: 36
- **Hematology**: 27
- **Other**: 18

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**Family Campers**

- **347**

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**IMPACT WE MAKE**

**CAMPERS SERVED**

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**2017 • FLYING HORSE FARMS**

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**2017 • FLYING HORSE FARMS**
From cookie rallies to construction, camp had a whole lot of fresh in 2017. Here are highlights.

1. **RANGER REVELATION**
   The entire Ranger program was amplified, including creating a two-year Ranger track—differentiating programming for first-year and second-year Rangers.

2. **MUSIC CLUB**
   The nonprofit Sam’s Fans, which supports art and music programming for children with serious illnesses, funded music-therapy programming that resulted in the creation of an official camp song and music club. Campers excitedly learned skills from singing to playing ukuleles. One camper mom reported that the first words her son spoke to her upon picking him up were those: “I want a guitar for Christmas.”

3. **CHANGE THE WORLD CLUB**
   What the world needs now is… cookies! At least that’s how one week’s Change the World Club campers saw it. Here’s how that group lobbied to change the world:
   - Paper quizzing for everyone
   - Keep building/Be kind & respectful
   - Swim lessons for anyone
   - Cookie bar
   - Camp concerts/daily dance parties/karaoke/lip sync battle

4. **ZIP-A-DEE-DOO-DAH**
   For the first time at summer camp, 10- to 12-year-olds had the opportunity to zip line.

5. **GOLLYGOOP GROUPS**
   The Wonderland theme also compelled camp to create GollyGoop Groups, which mixed campers across cabins and villages into small groups to promote leadership, role modeling, collaboration and community.

6. **HAPPY TIMES WORKSHOP**
   After years of fundraising, camp broke ground and began construction on Happy Times Workshop—a woodworking shop scheduled to be up and running for camp in summer 2018.

7. **IMPOSSIBLE THINGS**
   Camp’s summer theme—Wonderland—prompted us to explore impossible things. Among the highlights: A set of campers wrote a list of impossible things to do at camp. One of their items? Swim in a pool of doughnuts. So later, before getting into the pool, one of the counselors lined up the kids and told them they had to take a very, very serious picture. Behind them, the lifeguards quietly put bags with the round sugary treats into the water. Finally, the counselor stopped snapping. “Why are you being so serious,” he yelled, “when there are doughnuts in the pool?!” Their shrieks of joy were heard from the corral. Impossible? Not a thing.

8. **ART POST**
   While sleeping beneath the stars a camp highlight for some, staff decided teens should have an alternative option to Outpost. Art Post became a camp highlight for many and resulted in beautiful, hand-painted wooden murals that are displayed on the Activity Center garage doors throughout the center.

9. **HOSPITAL OUTREACH**
   In the fall of 2017, camp teamed with Cincinnati Children’s Hospital Medical Center to take Flying Horse Farms on the road. Several members of the program team spent part of a week in Cincinnati, bringing the joy of camp—including a virtual campfire—to 350 children.

10. **NEURO-ONC FAMILY CAMP**
    In September 2017, Flying Horse Farms hosted its first-ever diagnosis-specific family camp—a neuro-oncology camp for children with brain cancer diagnoses and their families. The camp was possible thanks to the Columbus Blue Jackets Foundation; the Louise H. and David S. Ingalls Foundation; the Pediatric Brain Tumor Foundation and more. Taking requests, feedback and lessons learned from the first time around, camp already has scheduled the second such camp in 2018.
In many ways, campers’ psychological, social and emotional challenges are even more important than their physical diagnoses. They can struggle with a multitude of psychosocial issues that range a broad spectrum, including challenges from being homesick while at camp to anger-management to long-building suicidal thoughts. Plus, says Flying Horse Farms Medical Director Dr. Barb Galantowicz, it’s where the magic truly happens, allowing campers to build tools like confidence and resilience. “We say camp is a magical, transforming experience,” she said. “And where that really happens is in the psychosocial realm.” Given that, she noted, the more difficult cases camp can take on, the more dramatic transformation can actually be. This year, camp intentionally embarked on its most challenging year yet on the psychosocial front—with stellar results.

**AMPLIFIED STAFF**

As camp has matured, time has allowed many laurels: lessons learned, experience gained, staff seasoned, partnerships formed. Flying Horse Farms Child Life Specialist Kristen Capadona, CCLS, now has two members on her summer staff. The additions have resulted in a robust, capable team prepared to tackle tougher-than-ever psychosocial challenges—meaning camp could accept campers with a wider range of psychosocial needs for the first time while providing more meaningful services to all campers.

**FINE-TUNED PLANNING**

The spring, camp added part-time child-life staffing to help prepare for the extra acuity of campers being admitted. The manpower—a college student working 15 hours a week—enabled camp to spend even more time researching campers by calling parents, schools, medical providers and others. The result? More detailed individual camper needs were known, and the team was able to game plan how to address those needs. Plus, the child-life team worked more closely than ever with other camp teams, from ideating programming to psychosocial needs for the first time while providing more meaningful services to all campers.

**UPGRADED TECH**

Camp implemented a new camper database, streamlining an application process which had long been paper-driven. Camp then armed doctors and nurses with iPads housing campers’ information. It made accessing and sharing notes easier, more efficient and ultimately more effective. For example, in years past, nurses would record notes on paper at night, and the next person who needed them could only see them by going into the WellNest and digging through physical files. This year, those notes were typed into iPads and accessible in real-time through a secure digital network. In other words, no more walking as far as half a mile, sorting through papers and walking back to see how Sam responded to last night’s idea, the person with him now can see exactly how he responded this very moment—and adjust accordingly. The medical and child-life teams meet every morning to discuss the campers as whole children, so the tech upgrades advance all communications, allowing camp to better serve the kids.

**CHALLENGE ACCEPTED**

Standing outside the WellNest waiting for the first campers to arrive, I had a wave of emotions wash over me. While I was excited and eager for a new experience, I was also apprehensive about what I was getting into. Camp was a completely foreign experience to me—I feared taking care of kids (and families) that I had never met before, while dealing with some less familiar illnesses. Looking over the camper list, I was somewhat overwhelmed. It included kids who have dealt with cancer, heart transplants, a multitude of surgeries, arthritis and everything else imaginable.

As the campers and their families arrived, any apprehension I had quickly disappeared. The kids were smiling, laughing, joking. They were eager to get their name tags so that camp could officially start. It was then, as I greeted campers, that I realized I was part of something unique. Throughout camp, watching the kids get to experience stuff that most would never believe they’d have the opportunity to do was truly special. Seeing the joy of the campers as they go through the activities, and watching them overcome fears—particularly going down the zip line—was phenomenal. Seeing them forget about their hardships and knowing I was able to contribute to that—was genuinely fulfilling.

Being a provider at camp is completely different from seeing kids in a doctor’s office. It’s one thing to hear from a kid or family about how things are going and what they are doing; however, it is such a distinctive experience to be able to interact with them in real-time and go through activities with them. Being able to personally see the difference we make in their lives gives me a completely different appreciation for what we do as medical providers.

From the initial arrival through-out camp, I was reminded of an important fact that is easy to forget in a physician’s office. Despite their diagnoses, we are still taking care of kids. They laugh, cry, play and do everything that others who lack chronic illness do. It is easy to forget about this fact when getting caught up in the illness. These campers exemplify the fact that their diagnoses do not define who they are or what they can do; they are simply obstacles to overcome.

What I am able to do at camp and give back does not compare to what I take from camp. In medicine, it is easy to lose sight of the reason I decided to become a physician. The monotony of daily office visits, rounding in the hospital and fighting with insurance companies makes it easy to forget about the impact we can have on others. Camp helped reinvigorate my desire to help others. It made me thankful for what I have and am able to do. And it compelled me to look for ways to help others. The passion and selflessness of the staff inspires me to be a better person. The gratitude from the parents is more than I could ask for.

Most importantly, seeing these campers who have overcome so much remains positive, happy and keep on smiling has truly changed my perspective—both as a doctor and on life.

**MEET THE TRANSFORMED**

Dr. Steven Knox—better known at camp as Stove—is a family practice doctor. He arrived at Flying Horse Farms intending to volunteer for one camp in 2017. He returned for three more. Now he’s joining camp’s medical advisory board, too.
The Flying Horse Farms Ranger Program is a servant-leadership program that runs concurrently with select camp sessions. It provides leadership training for a small group of former campers in their later teens. Camp hired former seasonal staffer Alexa Donner fulltime to, among other duties, maximize the Ranger experience.

And maximize it she did. This year, camp hosted 39 Rangers over three weeks. Among other activities, they supported camp by serving food, cleaning camp and more. They participated in workshops with outside experts on topics from pain management to living an inspired life. And they focused on the art of gratitude by writing thank-you cards to camp staff. Throughout the Ranger experience, the staff leaders journaled about meaningful moments and noteworthy quotes.

**MEANINGFUL MOMENTS**

Sarah shared that when she went into surgery, she was allowed to bring only one blanket—and she chose her camp quilt because it made her feel safe.

One camper had difficulty reading, so a Ranger pulled him aside to read a card she had written him.

Lilly spoke about how life-changing camp is. Here, she can 100% be myself. We don’t have to talk about it, we just know.

One Ranger asked for her rescue inhaler—a huge step for her.

One Ranger fell and hurt her leg. The Rangers unanimously chose not to do the Ranger wall until he was fit to—even if that meant skipping it altogether. They were able to complete the wall on the final morning of camp.

One group of male Rangers all sung each other to sleep.

One Ranger asked another Ranger who has difficulty hearing if he could hear what he was saying, and he could not. So he chose not to do the Ranger wall until he was up for it—even if that meant skipping it altogether. They were able to complete the wall on the final morning of camp.

Caleb shared that he joined the camp team at the age of 15. He shared that he was in a wheelchair. Camp helped me realize that I know who I am, as a person and as a warrior. Camp has taught me more about me than I knew existed. It taught me what love is, what joy is, what laughter is, what happiness is. I don’t know where I’d be without camp.

—ELIZABETH

“I don’t dance, but here I dance. It’s one of the few places where I can 100% be myself. We don’t have to talk about it, we just know. You’re never looked at as a complainer. You’re always looked at as a warrior. Camp has taught me more about me than I knew existed. It taught me what love is, what joy is, what laughter is, what happiness is. I don’t know where I’d be without camp.”

—ELIZABETH

“I’m me here.”

—KYLE

“I don’t have a lot of friends outside of camp. It was so nice to talk to someone who has the same issues and who gets it.”

—I

“The world is a different place outside of the gates.”

—LUM

“I love helping people, and this is the best place to do it.”

—JEFF

“Camp taught me that I’m not a sick kid. I’m the tie-dye person who plays the ukulele. It’s nice to have a place where I’m not the sick kid.”

—MEGAN

“Camp made me realize that sometimes it’s OK to not feel good. I don’t have to fix it. It’s OK.”

—LAURA

“We’re going to be in the afterlife, and they’re going to be like, ‘Sitting in the car at the gate, I was like, Holy crap, this is amazing. I’m finally a Ranger. Who would’ve thought?’”

—ANDRAY

“People change people. I’ve heard that’s the secret of life.”

—EMMA

“I learned that I can dance when I’m nauseous and that’s a skill I’m grateful for!”

—AMY

“You can’t explain it. This past week has let me stop time and be happy.”

—AALYSSA

“This past week has let me stop time and be happy.”

—TODD

“Thank you to camp for being my own personal serenity.”

—ALYSSA

“I don’t have a lot of friends outside of camp. It was so nice to talk to someone who has the same issues and who gets it.”

—I

“People change people. I’ve heard that’s the secret of life.”

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—ALYSSA

“I don’t have a lot of friends outside of camp. It was so nice to talk to someone who has the same issues and who gets it.”

—I
**2017 BY THE NUMBERS**

- **255**: Cabin chats during summer camp
- **884**: Campers served
- **7,000**: Approximate cups of coffee enjoyed by the camp team
- **465**: Treats distributed by Rime Time Curiously Crafted Pops
- **1,752**: Bunk beds made
- **327**: Logs used to build campfires
- **2**: New medical golf carts
- **14**: Meetings to prep for a single camp session
- **17,000**: Average steps per summer camp day registered by Camp Director Dani Wilkinson
- **255**: New campers
- **79**: Summer campers who picked archery as their weeklong club—the most popular option
- **452**: Zips across the zip line
- **3**: New ways camp went digital: camper database, volunteer database & medical iPads
- **1**: Camp staff wedding (Congrats, Dani & Michael!)
- **100**: Teens who slept beneath the stars at Outpost
- **1,905**: Volunteers who gave both time and money to support the Ranger program
- **8,206**: Medication doses administered
- **47,368**: Hours of service given by volunteers
- **40**: Families who volunteered together
- **116**: Volunteers who drove from other states
- **2017**

Several others donated delicious eats as well: Kroger provided gift cards for food purchase; First Congregational Church in Mansfield donated $500 pounds of beef; Newman’s Own and Newman’s Own Organics provided myriad products; Warren Snacks donated hundreds of bags of cheesy puffs and nacho chips.

Summer campers took home 653 handmade quilts and 198 pillow cases from Snuggled in Hope.

One of the new carts is painted like a fire engine, donated by the Ross family in honor of their firefighter father.

A donor who wishes to remain anonymous freshened Outpost by purchasing new teepee canvases.

Dozens of arrows came courtesy of donors who gave through our 900 Smiles/Amazon Wish List campaign.

A teen who wishes to remain anonymous performed out their heartwarming week.

A donor who wishes to remain anonymous provided supplies for gastro-intestinal week.

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Summer campers who picked archery as their weeklong club—the most popular option

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**FLYING HORSE FARMS GIVING**

**2017**

**$4.7 MILLION**

**TOTAL AMOUNT RAISED**

**1498 DONORS**

**2535 GIFTS RECEIVED**

**884 CAMPERS SERVED**

**$4.7 MILLION**

**TOTAL REVENUE:**

- **20% GIFTS IN KIND** ($997,163)
- **9% INDIVIDUALS** ($438,263)
- **7% CORPORATIONS** ($315,477)
- **1% MISCELLANEOUS** ($44,947)

- **22% EVENTS**
- **21% ORGANIZATIONS** ($1,884,295.51)
- **20% FOUNDATIONS** ($863,368.97)

**NORTHEAST DONORS: 336 RAISED: $863,368.97**

**SOUTHEAST DONORS: 16 RAISED: $118,851.91**

**CENTRAL DONORS: 787 RAISED: $1,884,295.51**

**NORTHWEST DONORS: 56 RAISED: $51,848.95**

**OUTSIDE OHIO DONORS: 181 RAISED: $1,528,594.24**

*DONORS WITHOUT ADDRESSES: 73 RAISED: $14,969.72*

**$1,031,812**

**EVENTS**

- **26% PROGRAMS** ($2,841,687)
- **26% FUNDRAISING** ($1,174,781)
- **11% GENERAL & ADMINISTRATIVE** ($524,185)

**$927,661**

**FOUNDATIONS**

**$1,047,718**

**GIFTS IN KIND**

**$44,947**

**MISCELLANEOUS**

**$6,744.92**

**GIFTS OF $2,500+**

**$1,833**

**AVERAGE GIFT SIZE**

**606 RENEWING DONORS**

**782 NEW DONORS**

**$524,915**

**GENERAL & ADMINISTRATIVE**

**$209,654**

**CAPITAL EXPENDITURES:**

**$526,864**

*Includes depreciation of $526,864

**TOTAL EXPENSES: $4,541,383**

**WHO SUPPORTS US**

**20% ORGANIZATIONS**

**9% INDIVIDUALS**

**7% CORPORATIONS**

**1% MISCELLANEOUS**
AN Eventful YEAR

This year, five major events raised money and awareness for camp—two Campfire events, two star-studded SeriousFun galas and one supersized A&F Challenge. Thank you to the generous sponsors, volunteers and participants who helped make magic.

CAMPFIRE CLEVELAND

CAMPFIRE COLUMBUS

SERIOUSFUN GALAS
The SeriousFun Children’s Network hosted two galas featuring notable artists, musicians and SeriousFun campers. Collectively, more than 900 supporters attended the events in New York on May 23 and London on Nov. 7. Co-chairs: Laura Ratliff & Biff Mullen. Lead sponsors: Abercrombie & Fitch Co. Total raised: $2.5 million. $17,352 was allocated to Flying Horse Farms.

MIKE BONADIES
Camp board member Mike Bonadies is all in. He and his wife, A&F CEO Fran Horowitz, volunteered for a family camp. Their college-aged son volunteered for a full week and challenged his dad to do the same. Bonadies slay in a top bunk and earned the nickname “Cool Mike.”

I know we tend to overuse this term at FHF, but my son returned from camp transformed. “I’m sure family camp was lost on you,” he said. “But you haven’t seen anything until you’re with the kids in the cabins.”

Camp was shorthand on male cabin counselors for an upcoming camp. So I called and they put me up.

I knew it would be a test. Here comes this old guy. But you get in there, and suddenly you’re Cool Mike, and you’re walking and singing songs and tossing the football. Then you’re sitting in these cabins chatting just before bedtime in their inner circle. And it’s powerful. These kids are just so sharp, so intelligent beyond their years. One of the kids asked, “If you had the ability to cure cancer or establish world peace, which would you do?” Wow.

Some of the kids ended up opening up in remarkable ways. That’s kind of my main take-away—what an incredible experience that process of opening up is. Once you see that, it’s no surprise why these kids need camp. Most of the boys in my cabin were a year away from their last year of camp. Even before the end of the week, several of them were literally heart-warmingly talking about having just one more year left. That’s when it all really hit home for me—how much this place means to them.

But it’s not just about the kids. It’s about the incredible leadership, staff and volunteers. These great people, largely young professionals and college students, made a major impact on me. What they do-going up in their time, that sense of caring, their ability to have fun with these kids—is remarkable. I sat at camp feeling like I was making up for lost time, because when I was their age, I can honestly tell you that doing something like this never even occurred to me. I was regretting it in real time. These passions put my heart on fire.

Saying goodbye to my guys on seasonal staff was a really big deal to me. So much so that I had to find my way back to the last day of summer camp for cleanup. I felt like I needed to see them one more time before they left. Camp makes fun look easy, but beneath the surface is complexity that must be seen to be believed.

Seeing camp in action and understanding how much good our financial contributions can do and how every penny is put to thoughtful use has prompted us to really focus on giving here. The way camp operates—the competency, the attention to detail, the kindness—I am awed. One of the parents actually told me they’re better served here than some of the ICUs that they’ve been in. Camp offers that level of support. I never regretting it in real time. Their passion put me in.

The flying horse means to them. It’s such a special place. It’s another home. Their home. Our home.

WHO SUPPORTS US

A&F CHALLENGE
Abercrombie & Fitch Co. hosted its annual A&F Challenge on Sept. 8, drawing more than 4,000 guests to its beautiful home office campus for a family-friendly event with a 5K. Camp-Fitch for kids, festival bites, food, drink and live performances by The Strumbellas and Bastille. Total raised: $3.5+ million for SeriousFun, a portion of which supports Flying Horse Farms.

FLYING HORSE FARMS
The Flying Horse Farms Children’s Network raised a record $6.5 million in 2017, with a 5K, Camp Fitch for kids, festival booths, food, drink and live performances by The Strumbellas and Bastille. Total raised: $211,750.
A&F + SERIOUSFUN = Global Love

What began as a few Abercrombie & Fitch Co. associates volunteering at Flying Horse Farms has evolved into a game-changing relationship for the entire SeriousFun Children’s Network. This year marked the second of A&F Co.’s five-year, $15 million commitment to SeriousFun. It’s already the most robust philanthropic partnership in the international retailer’s history. And in 2017, the company upped the ante. Here are highlights.

$15Million
Dollars in cash, goods and services the A&F Co. has committed to SeriousFun over five years

$625,540
Donated in cash, goods and services to Flying Horse Farms in 2017

47,000
T-shirts delivered to Flying Horse Farms and other SeriousFun camps for campers, volunteers and staff in 2017 by A&F Co., SeriousFun’s official apparel sponsor

$3.5M+
Dollars raised in 2017 by The A&F Challenge—an annual party featuring powerhouse musicians, delicious eats, a 5K and fun. In 2017 the event drew more than 4,400 guests and raised $3.5+ million for SeriousFun. It’s a labor of love for Ankenbauer, whose experience as a camp counselor at Flying Horse Farms gave the event even deeper meaning.

$1.2M
Dollars raised for The A&F Challenge through register round-ups during the summer of 2017 at A&F, Abercrombie kids and Hollister stores across the country

100
A&F associates who served as Wheaton camp counselors at Flying Horse Farms and other SeriousFun camps through the A&F Camp Counselor Program in 2017

14
SeriousFun camps worldwide that A&F associates traveled to as camp counselors

4,414
Participants in the A&F Challenge—the largest fundraiser for SeriousFun

Truth be told, we were in the heart of the A&F Challenge planning when I went to camp, and I wasn't sure I should go. It had seemed like a good idea months earlier, but once it was actually time, I could see the to-do list that wouldn’t get accomplished while I was gone, and I second-guessed the decision. Plus, I thought, others would be better equipped—I’m not exactly the camping type.

But, off I went to hematol-ogy/oncology week, where I would spend a week in a cabin of 8- and 9-year-old girls.

“My daughter doesn’t have any friends. Thank you,” another mom said.

“I gave a week to do my laundry,” I thought to myself.

“I went on a date.”

“I took my son to a movie.”

“You gave me a week to do anything.”

And then suddenly, the parents and kids from camp were gone. It was the hardest week of my life. And it was the most rewarding week of my life. As I drove home that night, emotional, I was thinking, “I have to go back to the real world. And who wants to do that?” In one, because camp is perfect. I think about my cabin girls all the time, particularly when working on the A&F Challenge. My dream in life was to throw the best party ever and still make the kids of my own happy, and I was there to make camp the best experience of their lives. When one of my campers caught a fish, I pleaded with her to go fishing, but the girls loved it. And this small but mighty girl came home screaming and clapped and danced as I overcame a fear of my own.

A&F Challenge—an annual party featuring powerhouse musicians, delicious eats, a 5K and fun. In 2017 the event drew more than 4,400 guests and raised $3.5+ million for SeriousFun. It’s a labor of love for Ankenbauer, whose experience as a camp counselor at Flying Horse Farms gave the event even deeper meaning.
MAKING magic

This year, friends statewide joined forces to raise money for camp. There were juice sales. Pizzas. Cocktails. Beer. Road races. Holiday parties. And more—all to benefit Flying Horse Farms. Here, meet the top two third-party fundraisers of 2017.

BERKSHIRE TRIATHLON

The Berkshire Triathlon is an annual event in Upper Arlington put on by a group of community members with three simple but significant goals: to active, be merry, and help kids who are sick. More than 130 participants raced in the family-friendly sprint triathlon in June 2017, raising $18,000 for camp. The effort brings Berkshire’s total donations to camp to more than $100,000 for camp.

MARY’S TOTAL DONATIONS

Among the top donors of 2017 is a painting class during both Hematology/Oncology summer camps. And Angela Coppler, a camper mom who operated a camp work day for Wendy’s.

VOLUNTEERING

Members of eight camper families volunteered at camp this year. Among them? Tavia Corey, a camper grandmother who lives in Maryland yet still travels annually to camp to volunteer with the kitchen crew. Mary Davis, a camper mom and artist who facilitated a painting book, hosted a journal-making event, sold candles and did more, too. The result? $50,000 for camp.

WHO SUPPORTS US

THE TAYLOR FAMILY

Columbus camper Miles Taylor, 11, was born without a fully formed heart. His family—mom Riann, dad Justin and sister Sophia—have reveled in camp life at Flying Horse Farms. And they continue giving back, too. This year, Miles asked his birthday party guests to donate to camp in lieu of gifts. His parents have donated generously and volunteered at Campfire. And his mother—who shares their story here—has volunteered at camp for years.

THESE are the hard parts about raising a chronically ill child—the unknown. When will the next surgery be? Will it work? Unfortunately, this surgery did not work. It is deemed unsafe and basically useless. Hearing the news was devastating. What was even harder was shaming that news with Miles. I’m at 12:25 a.m., because he can’t sleep. We tell him to the adults worry, but he to be able to attend camp normal so many years ago. As I write this, I am sitting in the hospital next to Miles, he just underwent surgery. This is one of the hardest parts about raising a chronically ill child—the unknown. When will the next surgery be? Will it work? Unfortunately, this surgery did not work. It was deemed unsafe and basically useless. Hearing the news was devastating. What was even harder was shaming that news with Miles. I’m at 12:25 a.m., because he can’t sleep. We tell him to the adults worry, but he to be able to attend camp normal so many years ago.

AMONG them? Tavia Corey, a camper grandmother who lives in Maryland yet still travels annually to camp to volunteer with the kitchen crew. Mary Davis, a camper mom and artist who facilitated a painting book, hosted a journal-making event, sold candles and did more, too. The result? $50,000 for camp.

IN-KIND

Six camper families gave in-kind gifts this year, from paying a $23 volunteer background check to gifting a $2,000 wooden boat. A few purchased items off of camp’s Amazon Wish List, including the Damaser family, who bought the boxes of 65-gallon trash bags and the Linton family, who bought paint, trash bags and archery arrows.

ALL IN THE FAMILY

Camp is free to every camper who enters the Flying Horse Farms gates. But many camper families choose to give back—and in myriad ways. Here are highlights of how several families have given to camp in 2017.

NEXT LEVEL

Next Level Trainings is a leadership program that connects leaders with worthy causes in Columbus and beyond. In 2017 summer class of 35 members, which included the mother of a Flying Horse Farms camper, chose to adopt camp. The goal? To raise $85,000 for camp in these weeks. They hosted a dance party and a holistic wellness night, created a coloring book, hosted a journal-making event, sold candles and did more, too. The result? $50,000 for camp.

NAOMI’S TOTAL DONATIONS

In the last year, Naomi Minton has given to camp in 2017. Naomi has donated through her workplace giving program each month since 2014. Her son, Dylan, passed away in 2015. Her son, Dylan, passed away in 2015.

CAMPER MAMAS

Family camp is what Miles looks forward to most. He actually asked to spend his birthday at camp. They sang Order of the Horse. He went zip-riding. He caught a fish that day alone. And he got a pie in the face.

Camper is a place where you don’t have to explain yourself, because everybody gets it. Everybody is walking a different path; however, we’re all on the same journey. It’s that place where you as a family can actually just be a family and not have to think about what you have in front of you or what you have behind you. You just enjoy the now.

...and the worst part is always leaving.

Siblings camp is wonderful, too. For my daughter to be able to attend camp with other camper siblings? It’s huge. It teaches them life skills: Yeah, this sucks, but here’s how you bounce back from it...
A camper’s journey is made up of a million milestones—each one made possible by our supporters, just like you. Thanks to each one of the individuals, corporations, foundations and organizations that propel our work forward, we are able to offer magical experiences for children with serious illnesses and their families—always free of charge.

The following list reflects cumulative giving of $250 or more (cash, pledges, gifts in kind and soft credits) received between January 1, 2017 and December 31, 2017. We have made every effort to include and list all donors accurately in this report. We apologize for any inadvertent errors or omissions. To report discrepancies, please contact Stella Law at 419.755.7077.

**BARN RAISERS**
When Jenni and David Belford dreamed of building a SeriousFun Children’s Network camp in the Midwest, these donors rose to the challenge, invested in our vision, and set out to transform the lives of children with serious illnesses. We are overjoyed to recognize donors who have given over $1,000,000 cumulatively (or, as we like to call them, Barn Raisers) for their role as visionaries, dream builders and mission sustainers.

- Abercrombie & Fitch Co.
- American Electric Power Ohio
- Jenni and David Belford / The Belford Family Charitable Fund, Inc.
- Debbie and Howard Belford
- Yvette McGee Bowen and Tony Brown
- The Belford Family Char and Chuck Fowler / The Char and Chuck Fowler Family Foundation
- SeriousFun Children’s Network, Inc.

**MULTI-YEAR PLEDGES**
These dynamic donors commit to multi-year pledges to ensure that some pretty big projects get launched and our campers thrive from year to year.

- Abercrombie & Fitch Co.
- American Electric Power Ohio
- Yvette McGee Bowen and Tony Brown
- The Belford Family Char and Chuck Fowler / The Char and Chuck Fowler Family Foundation
- SeriousFun Children’s Network, Inc.
- Stephen Elken
- William Ezzo
- First Financial Bank
- Rhonda and Charlie Kassel
- Melissa and Jonathan Kass
- M/I Homes, Inc. / M/I Homes Foundation
- Carrie and Andrew Madison
- The Elisabeth Serenice Prentiss Foundation
- The Madlough Foundation
- Sharon and Joe Ross
- Louisa and Jim Rudolph
- Scott Schott
- Jeri Block and Bobby Schottenstein
- Kathy and Alan Starkoff
- Michelle and Brian Stevenson
- Jane and Bob White

Thank you to the corporations and foundations that have contributed in the Rock Star, Champion, Partner and Confidant friendship circles.
WHO SUPPORTS US

Mary Ann and David Woodson
Woodson Financial
Judy and John Vaseo
Ramada at Easton Yoga / Sham
and June Hyman Foundation
Jewel Joshua
Rosemary Saylor

CAMPAIGNS, THIRD PARTY EVENTS & TEAM FLYING HORSE FUNDING

These individuals, organizations, and corporations are our greatest allies. They tell our story, act as community spokespeople, and commit their time and resources to support our camp. We are grateful and honored to have the following groups and individuals at the heart of our camp and mission.

1st Annual Loope and Run 5K Run & Fun Run

New Challenges in service dog training-and-walking programs: The power and limitations of a service dog's relationships with its handler and other dogs

WHEN CAMPAIGN

Palace Short-End Fundraising Event

Kevin A. Black, Tonia C. Ross, Tom D. Lieb, and Sarah A. Bode

Camps, Community Events, and Third Party Fundraising

Dr. Amanda Barber, Dr. Jennifer Schaff, and Beverly H. Martin

Jim’s Transmission & Service

OA 8006

Q: How has camp changed you?

A: For me the most meaningful experience is to hear the campers talk of their future plans. I know I’ve had a great camp experience when my camper tells me that the best practice is to invest in the next generation of leaders. These leaders will then be the ones to carry forward the mission of the camp. The campers defied their fears and limitations.

Q: How have you seen camp change others?

A: I was introduced to Flying Horse Farms a few years ago. I’ve had a great camp experience when my camper tells me that the best practice is to invest in the next generation of leaders. These leaders will then be the ones to carry forward the mission of the camp. The campers defied their fears and limitations.

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FLYING HORSE FARMS IS PROUD TO BE A MEMBER OF
FLYING HORSE FARMS purchase many in-camp program supplies. This is given to a board member who embodies our “Campers First” credo in all he or she does.

CAMPER’S FIRST AWARD

This is given to a camp volunteer who embodies our “Campers First” credo in all he or she does.

RENATA ILEV
Bio: Renata, 22, came to camp to volunteer for a week after graduating with her degree in marketing from Ohio State. She ended up staying for all six summer camp sessions.

Star power: Renata built a variety of roles all summer, equally hard as summer staff without any pay.

At summer’s end, she scored a job as a wholesale production coordinator at Alfie and returned as a fall family camp volunteer.

RENEAUX EXTRAORDINAIRE AWARD

This is given to the most dedicated volunteer who provides core, heading and assistance to our campers.

DR. SCOTT COVEN
Bio: Scott, 58, is a hematologic/oncology fellow at Nationwide Children’s Hospital who served as an advisor to camp’s team as it prepared for its inaugural diagnosis-specific family camp.

Star power: Not only did Scott provide invaluable support in planning and executing Neuro-Oncology Family Camp, but he also provided care during three other camp sessions as well.

HELPING HANDS AWARD

This is given to a work-day group that has been outstanding as “Camp Creators”—making beds, cleaning cabins, picking up the grounds and making camp look amazing.

CARDINAL HEALTH
Bio: Cardinal Health is healthcare services and products company based in Dublin, Ohio that ranks among the top 25 on the Fortune 500.

Star power: Cardinal Health amplifies its generous cash support with volunteers. In 2017, the company sent dozens of associates to volunteer for three work days and three kitchen prep days—always answering the call if camp is short on help.

GOLDEN PLUNGER AWARD

This is our “best of” award, given to honor the Flying Horse Farm volunteer who embodies the overall spirit of volunteerism by bringing all of our core values (especially “All Crew, No Passengers”).

DOUGIE TAYLOR
Bio: Dougie, 28, is an Abercrombie & Fitch Co. associate from Europe who now resides in Columbus and is all in on camp.

Star power: Dougie recruited camp volunteers and volunteered himself for every spring and fall family camp in 2017—plus a weeklong summer camp. He juggled myriad duties, from managing the front gate to unloading luggage to leading teen club, always with infectious joy—and lots of dancing.

NUTS AND BOLTS AWARD

This is given to the facilities volunteer who provides heart, knowledge and good old-fashioned elbow grease to help keep camp beautiful.

RON HULES
Bio: Ron, 62, is a retired art instructor from Fredericktown, Ohio.

Star power: From his birthday, Ron invited guests at his party to donate to camp in lieu of gifts, helping to purchase many in-camp program supplies.

ALL WORK, NO PAY AWARD

This is given to the administrative intern/volunteer who provides assistance in the world of copying, filing, alphabetizing and other important office tasks.

ERYN POWELL
Bio: Eryn, 22, is a former longtime camper.

Star power: Eryn dedicated many hours to camp during administrative work in the spring and then taking photos at camp’s Campfire event in Cleveland.

COOL Award

The Community Outreach & Organizational Liaison Award is for an advocate who shares our story and engages new audiences, fans and volunteers.

MICHELLE ROTHSTEIN
Bio: Michelle is the program coordinator for Kids Fighting Cancer at UH Rainbow Babies & Children’s and a passionate camp advocate.

Star power: Michelle recruits campers, sees money, sits on camp’s Northeast Ohio advisory committee and brings a bus load of campers to camp for one week every summer.

CONGRATULATIONS TO THE WINNERS OF OUR 2017 VOLUNTEER APPRECIATION AWARDS

In 2017, 1,905 generous volunteers gave Flying Horse Farms 47,368 hours of service. Their giant hearts, open arms and boundless energy change the lives of our campers. Without them, this camp is not possible. We are grateful to their lives of our campers.

FLYING HORSE FARMS 47,368 hours of service.

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Flying Horse Farms proudly partners with other organizations to offer future leaders education and real-world experience in their fields while leveraging their talents and passions for the betterment of camp. In 2017, our educational partnerships were worth $73,140 in hours worked—and brought priceless experiences to campers. Here’s a primer on our educational partners.

<table>
<thead>
<tr>
<th>Partner Organization</th>
<th>Department</th>
<th>Program</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati Children’s Hospital Medical Center</td>
<td>Division of Child Life</td>
<td>All interns in the hospital’s child life program spend one week of their internship program at Flying Horse Farms as cabin counselors.</td>
<td>4 counselors for 1 week each</td>
</tr>
<tr>
<td>Nationwide Children’s Hospital</td>
<td>Hematology/Oncology</td>
<td>Elective rotation to earn credits toward fellowship program</td>
<td>4 Fellows placed in Hem/Onc Camps</td>
</tr>
<tr>
<td>Nationwide Children’s Hospital</td>
<td>Pediatrics</td>
<td>Elective rotation to earn credits toward residency program</td>
<td>2 Pediatric Residents placed in camp sessions</td>
</tr>
<tr>
<td>OhioHealth Riverside Methodist Hospital</td>
<td>Medicine</td>
<td>Pediatric residents at the hospital can opt to spend one week at Flying Horse Farms as a camp physician to count toward their community health rotation</td>
<td>5 residents for 1 week each</td>
</tr>
<tr>
<td>The Ohio State University</td>
<td>College of Medicine, Division of Medical Genetics</td>
<td>Elective rotation to earn credits toward fellowship program</td>
<td>11 students for 2 weeks each</td>
</tr>
<tr>
<td>The Ohio State University</td>
<td>College of Nursing</td>
<td>Undergraduate students in the medical dietetics program can apply to spend three weeks at Flying Horse Farms on the food service team to count toward their food service rotation.</td>
<td>20 counselors for 3 weeks each</td>
</tr>
</tbody>
</table>

THANKS ALSO TO SCHOOLS THAT GENEROUSLY PROVIDED CAMP VOLUNTEERS
Ambridge College of Nursing
Chamberlain College of Nursing
Ohio Dominican University
Ohio University
Ohio University Heritage College of Medicine

THANKS ALSO TO SCHOOLS THAT GENEROUSLY PROVIDED CAMP VOLUNTEERS
Ohio University Heritage College of Medicine

THANKS ALSO TO SCHOOLS THAT GENEROUSLY PROVIDED CAMP VOLUNTEERS
Ohio University Heritage College of Medicine

WHO SUPPORTS US
I met some beautiful people, and I felt normal. I felt more understood than ever. Thank you for giving me the experience of a lifetime.

-LILLY
FLYING HORSE FARMS CAMPER
"It's a place where I'm not criticized for the things I do or for how I look. Where I'm not judged for things. It's a place where I feel safe. This is my home away from home, and it forever will be."

-TRAVIS, FLYING HORSE FARMS CAMPER