



**EVERY
SUMMER
HAS A
STORY**

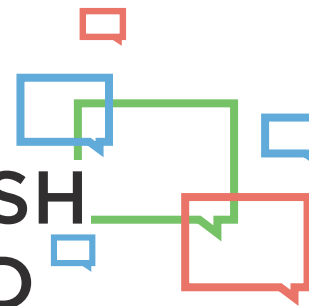
the *Fresh Air* fund

Annual Report 2018

A story of...
new experiences
expanded perspectives
new friends that become family



THE FRESH AIR FUND



Every Fresh Air summer has a story. A story of childhood and family, new experiences and new memories. Stories of joy and happiness that bring people together and that change lives.

Since 1877, The Fresh Air Fund has provided more than 1.8 million New York City children from low-income communities with free summer experiences. Each year, thousands of children enjoy outdoor summer adventures through visits with volunteer host families along the East Coast and Southern Canada and at The Fund's five overnight camps in Fishkill, New York. Fresh Air children also participate in year-round leadership and educational programs.



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Fatima Shama, Executive Director, surrounded by members of Camp ABC's leadership team, six of whom are Fresh Air alumni.

EXECUTIVE DIRECTOR'S REPORT

Among my favorite experiences throughout the year are chances to meet children, alumni, parents, hosts, counselors, volunteers, and donors and hear about their connections and feelings about The Fresh Air Fund. Children tell me about their excitement to return to visit with a host family and all the activities ahead. Or, if they are going to camp, whether for their first or fourth time, their eagerness to meet counselors and make friends. When I meet parents and see the sparkle in their eyes of how proud they are of their child's confidence and bravery, I'm honored by their trust in us. Equally awesome are the stories shared by hosts who welcome our children into their home and community, and the joy and growth it brings to everyone.

When I meet our alumni it all comes together. Their words capture the excitement of their Fresh Air experiences, what the exposure meant, and how it made a difference. Time and again—I am reminded that every summer has a story.

As The Fund continues its efforts to measure the impact of our work across

our programs, parents and children alike provide great feedback about the summer and what it means to them. Our children feel brave for trying new things and supported as they take on challenges and learn new skills. They highlight for us that through their Fresh Air experiences they have greater perspectives of opportunities to pursue and are setting goals for their future. During the summer we had over 75 camp staff who were former campers and they showcase that Fresh Air children and alumni are building relationships and networks and returning to serve as amazing role models for our children.

As you read through the report please take note of all the alumni quotes included. Fresh Air Fund alumni are the best ambassadors for our work and their stories demonstrate that a summer can last a lifetime. We are inviting all alumni and members of our Fresh Air family to reach out and reconnect with us.

Visit our new website at FreshAir.org to get in touch and while you are there read the incredible stories and learn more

about the amazing work and people in our community. Read about our Friendly Towns families who have shared stories that showcase lifelong friendships and deep bonds. And, read about our camping leadership and enrichment programs and learn more about our impact. Please let us know what you think.

Finally, our work would not be possible without the inspiring generosity of our volunteers and supporters. Thank **you** for being a part of The Fresh Air Fund family and for all you do for Fresh Air children.

Sincerely,

Fatima Shama
Executive Director

CHAIRMAN'S MESSAGE

At The Fresh Air Fund, every summer has a story. One of the highlights of my summer is visiting our camps and hearing our campers' stories. At Camp Day in July, I had the opportunity to visit with teens in our leadership programs throughout our five camps at The Fund's Sharpe Reservation, located on a more than 2,000-acre wilderness property in Fishkill, New York.

I spent time at Camp ABC with our Counselors-in-Training and spoke with several of our young staff members, many of whom had been campers themselves and are now serving as role models and mentors for the next generation of Fresh Air campers. At Camp Mariah, I heard from young people in our Career Awareness Program, and they shared how camp has helped them to step outside their comfort zone, try new things and learn to overcome day-to-day challenges.

Whether at camp or with volunteer host families, our New York City children develop new perspectives through the

transformative experience of a Fresh Air summer. Children develop strong relationships with mentors, gain exposure and learn new skills. The summer can mark a turning point in their life, and alumni tell us that they gained self-confidence, determination and the necessary skills to achieve their goals and reach for the stars.

The *New York Times* has been a key partner in helping The Fresh Air Fund tell those stories. In 2018, we honored The Sulzberger Family and The New York Times Company at our Annual Spring Gala at the Ziegfeld Ballroom. The evening was a terrific success and raised \$1.7 million with over 550 guests. Special thanks to our talented emcee Michael Barbaro of *The New York Times*. We celebrated an incredible 50-year partnership with *The New York Times* that began with a phone call from Publisher Arthur Ochs Sulzberger to offer support after *The New York Herald Tribune* closed its doors. He later served as Chairman and then Chairman Emeritus of The Fund for many years. I am honored to carry on the

tradition of excellence he set and that of the incomparable Mrs. Donald Newhouse.

On behalf of The Fund's Board of Directors, I offer our gratitude and admiration to Executive Director Fatima Shama for her vision, leadership, warmth and grace and our appreciation to our Fresh Air family of exceptional volunteers, funders, partners and staff.

Thanks to your generosity of spirit, acts of kindness and support, you help us ensure that every summer has an amazing story that can last a lifetime for thousands of our Fresh Air children.

Sincerely,

William P. Lauder
Chairman



William Lauder, Chairman, with Camp Tommy campers at The Fund's annual Camp Day celebration.



FRIENDLY TOWNS

A Fresh Air summer means running barefoot in the grass, riding bikes down country roads, learning to swim, catching fireflies at dusk, playing in the backyard, building sandcastles on the beach, and, above all, having fun.

Fresh Air children spend their bright summer days and starlit nights making new friends in a world of self-discovery. The Friendly Towns Program brings people with different backgrounds together. While celebrating their differences, they discover their many similarities.

In 2018, thousands of volunteer host families opened their homes to Fresh Air children from low-income New York City communities. For one to two weeks in the summer, boys and girls, ages seven to 18, visit over 275 Friendly Towns in rural and suburban communities along the East Coast and Southern Canada. Many children are invited back to stay for extended visits with the same host families, year after year.

Children register for our free programs through a network of over 90 community partners including

schools and social service and community organizations in all five boroughs. Our dedicated volunteers are integral to the program. They recruit new hosts, conduct home interviews and screen references. During the summer, Fresh Air staff and volunteers are available for support 24 hours a day.

Louise, a Fresh Air parent, said, “My son has learned how to be more comfortable trying new things. And it’s not just my son who has gained a family. They are our family now, and they will be our family forever.”



Fresh Air children develop confidence:
94% of Friendly Towns youth report feeling brave for trying new things.

“ Because I participated at such a young age, Fresh Air really shaped the person I became and affected my life. My host family opened up a new world to me and taught me to see life in a new way. ”

YASMIN, FRESH AIR ALUM





Meet Fresh Air kids and alumni at FreshAir.org



Fresh Air children take on challenges:
88% of campers report learning new skills.

CAMP

Through immersive outdoor summer experiences, campers develop the confidence to take on new challenges, learn life skills, make new friends and expand their perspectives. Campers learn to swim, hike along nature trails and gaze at the stars while singing around campfires. Counselors become mentors, friends and role models.



With nature as their classroom, Fresh Air campers explore the outdoors, learn wilderness skills and develop a greater understanding of how we all have a responsibility to care for the environment.

2,000 acres at The Fund's Sharpe Reservation in Fishkill, New York.

Tommy Hilfiger, in recognition of their very generous support.

In 2018, 3,000 boys and girls experienced the joy of fun-filled recreational activities layered with academic enrichment during two-week sessions at The Fund's five camps, situated on more than

The Fresh Air camps are: Camp Anita Bliss Coler for girls, ages nine to 15; Camp Hayden-Marks Memorial for boys, ages nine to 12; Camp Tommy for 12- to 15-year-old boys; Camp Hidden Valley for boys and girls with and without special needs, ages eight to 12; and Camp Mariah, which houses the Career Awareness Program, for boys and girls in 7th to 9th grades. Camp Mariah is named after Board member Mariah Carey, and Camp Tommy is named after

2018 was the second year of Explorers, a new and innovative four-week summer learning program, which offers a hands-on, engaged learning approach that provides an academic boost for sixth-grade students and a fun summer camping experience. Taking full advantage of the incredible resources at camp, children learn through academic instruction coupled with project-based learning while enjoying activities such as swimming, boating, music, dance and team sports.

“Camp helped push me in the direction of my future and college. I met a counselor who went to college, and I decided that’s what I wanted to do. I ended up attending the same college as my counselor.”

DIONNE, FRESH AIR ALUM

TEEN LEADERSHIP PROGRAM FOR GIRLS

Fresh Air children build relationships and support networks:

One-third of the 2018 Camp ABC staff were Fresh Air alumni.



The Fund's Teen Leadership Program provides young women, ages 13 to 17, with a safe, nurturing environment to focus on personal growth, leadership and community service. Campers are encouraged to express themselves within an emotionally safe and supportive environment. By discovering and developing their potential, the girls become more independent and self-confident. Teen leaders at Camp ABC participate in many camp activities in addition to leadership development and team-building workshops.

Girls' empowerment workshops cover a wide range of topics from self-esteem, body image and healthy choices, bullying, social justice and public speaking to goal setting and conflict resolution. "The workshops taught me how powerful we are as women. We are smart, and we can speak. People need to hear us," said Stephanie, 14.

During the summer, girls participate in Leaders-in-Training and Counselors-in-Training programs. In 2018, close to 200 campers were served through The Fund's Precious Center for Teen

Leadership at Camp ABC. The Center was created with the guidance of Sarah Siegel-Magness and the generous support of The Gary Magness Family Foundation.

During the academic year, the youth-led Young Women's Giving Circle

teaches girls about the importance of community service and the power of philanthropy. With the guidance of advisors, students meet weekly to continue their learning, research social issues, plan community service projects and strategize for fundraising.

“The Young Women’s Giving Circle is about building strength and opportunities through dialogue. It is where I first learned how to build community with patience, understanding and love.”

JAEDA, FRESH AIR ALUM



COUNSELORS-IN-TRAINING

In 2018, The Fund responded to a need for more leadership opportunities for teen boys by expanding the Counselors-in-Training (CIT) program. The program provides an important transition on the journey from camper to counselor. A young man can now begin his camping experience at Camp Hidden Valley at age 8 or at Camp Hayden-Marks at age 9, transition to Camp Tommy at age 12, become a Counselor-in-Training at age 16 and then go on to become a counselor.

CITs develop leadership, team-building and communication skills through intensive skill-building and child development workshops centered on professional growth and self-exploration. As they shadow the

counselors and program staff, they learn how to organize activities for the younger campers.

A highlight of the program is a four-day, 32-mile hike along the Appalachian Trail. The CITs prepare throughout the summer by participating in a series of training sessions and shorter hikes. They learn to cook their own food over a campfire and build endurance and stamina. The young men develop an appreciation for nature and support each other as they tackle obstacles and face challenges.

In the safe space that is fostered at camp, the boys develop confidence and a strong sense of brotherhood. Evan, a Camp Tommy CIT, said, "I've learned

“When I was a camper, I thought my counselors were the best role models. They all had different amazing qualities. Now that I’m a counselor, I am proud of what I have accomplished. It feels good to give back.”

MAX, FRESH AIR ALUM

that it's okay to express how you feel. It's okay to talk about your emotions. Because my counselors believe in me, I've become much more motivated and ambitious. I want to accomplish so much, and now I'm confident that I can."

Fresh Air children develop leadership skills:
There were 39 CITs in 2018.





ACADEMIC ENRICHMENT

“ I was exposed to careers in fields like environmental science, business, and even culinary arts. While I explored these careers, I also began to learn about myself. I began to realize that I could really do anything I set my mind to. ”

SHARIFA, FRESH AIR ALUM

The Career Awareness Program begins as an intensive 24-day summer camping experience for 300 boys and girls and extends into year-round academic enrichment programs. Students apply in the 6th grade and attend Camp Mariah, The Fund’s Career Awareness Camp, named in honor of Board member Mariah Carey. The program continues during the school year in New York City and at camp to expand educational options, academic support and career exploration.

The summer curriculum highlights 21st Century skills layering problem

solving, creativity, collaboration and communication into engaging classes such as coding, music, environmental science, international relations, photography, debate and culinary arts. All while children enjoy traditional summer camp activities like swimming, boating and team sports.

During the academic year, at the annual Career Fair, volunteers lead interactive workshops to introduce students to possible career paths. Job Shadowings are hosted by a range of partners who share their “behind the scenes” view of an industry, and the

weekly Tutoring Program provides a structured curriculum that supports literacy skills development and strengthens critical thinking.

After 9th grade, many students transition into the College Connections Program which provides weekly workshops and mentoring sessions that support the college preparation process. The program offers SAT prep courses, college tours, and help applying for financial aid and scholarships. Our staff and mentors help every step of the way from applying to college, to graduation, and beyond.

Fresh Air children expand perspectives and set goals: 95% of third-year Career Awareness students report a stronger understanding of the education and skills needed to succeed in different careers.

NYC VOLUNTEERS



Interested in volunteering?
Visit FreshAir.org

New York City volunteers support thousands of Fresh Air children year round by giving countless hours of their time, energy and creativity.

Volunteers become children’s role models and mentors by offering guidance, support and inspiration. Tutors and mentors meet weekly with students in the Career Awareness and College Connections programs, while other volunteers help with outreach efforts and much more.

In 2018, corporate volunteer teams included Alexandria Real Estate Equities, Bloomberg LP, Con Edison, Cravath, Swaine & Moore, Equinox, ESPN, The Estée Lauder Companies, Foursquare, Free Country, Goldman Sachs, HBO, JetBlue, Morgan Stanley, MUFG Bank, NASDAQ, Proskauer Rose, Shake Shack, Showtime Networks, The TJX Companies, Tommy Hilfiger, UNIQLO USA, The Walt Disney Company, Warner Music Group and Wells Fargo.

Corporate partners host Job Shadowings where students learn

more about career options, volunteer at bus departures, assemble mailings, and coordinate fundraising events, marketing campaigns and drives for books and camp supplies. At The Fund’s camps, volunteers act as Counselors for a Day and help lead arts and crafts

and sports activities. Special thanks to Con Edison, Cravath, Swaine & Moore and The Estée Lauder Companies for donating in-kind printing services, to HBO for hosting the Volunteer Recognition Party and to Con Edison for hosting the annual Career Fair.

“ My mentors helped me build a network of support and find my first job. Now that I am a mentor, it has been such a rewarding way to give back. The students remind me so much of myself. ”

GAUMISHA, FRESH AIR ALUM



CONDENSED SUMMARY OF FINANCIAL ACTIVITIES

CURRENT FUNDS AT YEAR ENDED SEPTEMBER 30:

	2018		2017	
Operating Support and Revenue				
Off-Season Use of Camps	\$ 1,046,402	6.5%	\$ 1,222,558	7.4%
Investment Income	5,024,061	31.1%	5,527,832	33.7%
Contributions*	10,094,305	62.4%	9,671,826	58.9%
Total Support and Revenue	\$ 16,164,768	100.0%	\$ 16,422,216	100.0%
Operating Expenses				
PROGRAM SERVICES				
Friendly Towns Activities	\$ 3,899,657	24.1%	\$ 4,216,003	25.7%
Fresh Air Camps	5,138,321	31.8%	7,501,220	45.7%
Sharpe Reservation	2,412,810	14.9%	-	0.0%
SUPPORTING SERVICES				
Management & General	1,105,560	6.9%	1,106,885	6.7%
Fundraising	3,608,420	22.3%	3,598,108	21.9%
Total Expenses	\$ 16,164,768	100.0%	\$ 16,422,216	100.0%

Notes to Financial Statements

Not included in the above are:

(a) Bequests and Trusts and Other Gifts added to funds functioning as Endowment	\$ 2,828,183	\$ 3,159,098
(b) Net gain (loss) on investment transactions	\$ 6,113,346	\$ 5,609,575
(c) Contributions to Land, Buildings and Equipment Fund	-	\$ 1,300,000
(d) Depreciation expense	(\$ 1,683,642)	(\$ 1,616,286)

* Total contributions raised also include items (a) and (c).
(Total contributions for 2018: \$ 12,922,488.)

A copy of our annual financial report may be obtained from The Fresh Air Fund, 633 Third Avenue, 14th floor, New York, NY 10017 (212-897-8900), or from the New York State Attorney General's Charities Bureau, Attn: FOIL Officer, 120 Broadway, New York, NY 10271. ©2019 The Fresh Air Fund

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The Fresh Air Fund is very grateful to our loyal and generous donors for support of our programs. The following names are listed in recognition of their gifts received from October 1, 2017, through December 31, 2018.

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and the thousands of individual
 volunteers who so generously give
 their time.

LEGACIES & BEQUESTS

LEGACIES & BEQUESTS INCOME

October 1, 2017–September 30, 2018

Estate of Kenneth Bernard
 Fern Gladys Brown Trust
 Estate of Elaine D. Dooman
 Vivien C. Elmslie Trust
 Estate of Lena M. Furgeri
 Estate of Ruth Geiger

Estate of Marlene Gordon
 Marjorie S. Isaac Trust
 Estate of Irving Katz
 Estate of Loretta Leofsky
 Estate of Peter Little
 William G. Mathewson Trust

Estate of Jean Pitcher
 Estate of Stacy A.K. Raisia
 Estate of Philip Roth
 Martha Simon Living Trust
 Estate of Marcia T. Thompson

Visit FreshAir.org for more information on planned gifts

As of September 30, 2018:

Assets, Liabilities and Net Assets	(\$)	Amount
Assets	\$	140,221,179
Liabilities	\$	661,888
FYE 2017, net assets balance	\$	135,838,253
FYE 2018, net assets balance	\$	139,559,291

SHARPE RESERVATION

Located in the Hudson Valley in
 Fishkill, NY, 65 miles from New
 York City, The Fresh Air Fund's
 Sharpe Reservation has over
 2,000 acres of beautiful land with
 lakes, ponds, streams and hiking
 trails through the woods. During

the school year, close to 18,000
 people from community and school
 groups participate in year-round
 environmental education programs.

With nature as a classroom,
 residential and outdoor programs

provide enriching experiences for
 school and community groups,
 encouraging exploration, creativity
 and self-discovery. Facilities include
 dining halls, program buildings,
 indoor showers, heated cabins and
 much more, along with an on-site
 environmental center, planetarium
 and adventure and ropes courses.
 Camp facilities are available for rent.
 Please visit FreshAir.org/Sharpe or
 call 845-897-4320 to learn more.



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Learn more about
 Sharpe Reservation
 at FreshAir.org



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77 Fresh Air alumni
were among our 431
camp staff in 2018.

Courtney Alexis Langer
Amelie Lonergan
David Mehlman
Marjan Mehrkhist
Elizabeth Morgan & Paul Allen
Cecilia Mortimore
Nina Morton
Benji Nwachukwu
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THE PRINTING OF THE FRESH AIR FUND'S 2018 ANNUAL REPORT HAS
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The New York Times

APRIL 26, 2018 EDITORIAL

Out of the City and Into Fresh Air



Israel Dudley is the first member of his family to attend college.

Caleb Kenna for *The New York Times*

Israel Dudley was 11 years old when he left New York City for the first time. He had no idea what to expect when the Fresh Air Fund sent him to Bristol, Vt., that summer. Nor did he realize that the family who he was about to stay with for two weeks — Deborah and Matthew Dickerson and their three sons — would have such a lasting impact on his life.

From growing up in Crown Heights, Brooklyn, Mr. Dudley, who is now 25, remembers seeing a lot of crime and drug dealers near the apartment building where he lived with his mother and younger sister. Aside from his time spent with the Dickersons, his only escape was on the basketball court.

But in Vermont, trees and cornfields surrounded Mr. Dudley. At first, he said, “the quietness made me nervous.” Yet he returned over the next three summers and embraced things like hiking up mountains and learning to swim. Eventually, even the peace and quiet became enjoyable.

“I was grateful,” Mr. Dudley said of the Dickersons, “that they invested the time to teach me new things and create new experiences in my life, and that’s what led me to keep going back.”

A few years ago, Mr. Dudley was working full time in New York but felt he needed a change and spoke with Mrs. Dickerson about getting a bachelor’s degree. She invited him to live with the family in Vermont for a while. That way he could tour some colleges, and the Dickersons would help guide him through the application process. He chose

Castleton University, which offered him a chance to study psychology and philosophy while being able to play basketball. He is the first person in his family to attend college.

Now in his junior year, Mr. Dudley has been focusing most of his time on academics and hopes to figure out a way to combine his passion for both psychology and business. He also started a barbershop on campus, mostly for African-American men who are unable to find one locally.

For Mr. Dudley, his experience with the Fresh Air Fund has come “full circle.” Last year, he volunteered to ride the bus with children from New York to Vermont. This summer, he will intern for the fund’s communications department.

“I’m grateful that I will have a bachelor’s degree,” Mr. Dudley said. “It puts me in a better position going forward. If it was not for the Fresh Air Fund, I wouldn’t have that opportunity.”

The Fresh Air Fund hopes to reach about 7,000 New York City children from low-income families this year. A visit to a volunteer host family costs \$1,150, and \$1,975 sends a Fresh Air child to a camp for one session. The fund hopes to raise more than \$12 million by the end of September.




Tax-deductible contributions may be sent to The Fresh Air Fund, 633 Third Avenue, 14th Floor, New York, NY 10017. Families who wish to be hosts, or parents who would like to sign up their children, may call The Fresh Air Fund at (800) 367-0003 or visit www.freshair.org.



the *Fresh Air* fund
because a summer can last a lifetime™

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