



# WE STAND WITH NYC KIDS

# WE STAND WITH NYC KIDS

**THE PANDEMIC HAS HAD A DEVASTATING IMPACT THROUGHOUT NYC, BUT MOST SIGNIFICANTLY IN THE NEIGHBORHOODS WHERE FRESH AIR CHILDREN LIVE.**

In many ways, children have been the pandemic's unseen victims, with their loved ones struck by the illness and their lives suddenly revolving around quarantining and remote learning.

With the racial justice movement thrust back into the national spotlight and a global economic crisis, we knew we had to get creative to keep the magic of summer alive.

By reimagining what summer programs looked like and developing engaging year-round programming, we put NYC children first with opportunities to learn, grow and thrive during the summer and beyond.

## OUR IMPACT



**2,064**

“Camp in a Box” kits were sent to children participating in our virtual camp Fresh Air Everywhere



**84%**

of youth reported wanting to take better care of the environment



**99%**

of caregivers would recommend The Fresh Air Fund to family and friends



**86%**

of caregivers reported their child(ren) is more open to trying new things

**88%**

of youth reported feeling active and healthy



**291**

bags of fresh produce were given to families as part of our Family Wellness program



**84%**

of youth reported feeling more confident



**468**

hula hoops were purchased for Summer Spaces

# ABOUT FRESH AIR

Since 1877, The Fresh Air Fund, an independent, not-for-profit youth development organization, has provided free summer experiences to more than 1.8 million New York City children from low-income communities. Despite the challenges presented by COVID-19, The Fund continues to provide safe, fun, engaging and enriching experiences for New York City youth to keep the magic of summer alive through virtual and outdoor programs. Fresh Air children also participate in year-round leadership and educational programs.

A Fresh Air summer, full of first-time experiences and new friends, is simple yet transformative.



## CHAIRMAN'S MESSAGE

When The Fresh Air Fund was founded in 1877, tuberculosis was a public health crisis for children in crowded tenements on the Lower East Side, and "fresh air" was considered a treatment. For more than 140 years, The Fund has continued to put children first through wide-ranging historical events, including World Wars and the Great Depression, and health emergencies such as the Spanish Flu pandemic of 1918.

In 2020, faced by a global pandemic, we were determined to keep going stronger than ever to provide NYC children with safe, healthy, productive and fun-filled summer experiences; and we did it together!

I was amazed by the resilience of the staff who stepped up with talent and dedication to continue to create new programming for Fresh Air children both virtually and in person. Due to a major gap in summer youth employment this year, we also allocated funds and resources towards jobs and support for our teens.

Teens participated in virtual credentialing courses in environmental education, entrepreneurship, video game design and architecture and urban design. I was so impressed when I participated in an outstanding presentation by participants and instructors from the Virtual Design Studio program in partnership with PennPraxis at the University of Pennsylvania Stuart Weitzman School of Design.

Special thanks to Executive Director Fatima Shama, a true champion of children, who demonstrated grace under pressure, as always. When there are obstacles in our path, she keeps us all moving forward.

We appreciate your steadfast and loyal support. Thanks to all of you, despite the pandemic, our children experienced the joys of a Fresh Air summer... because a summer can last a lifetime.

Sincerely,

A handwritten signature in black ink.

William P. Lauder  
Chairman



## EXECUTIVE DIRECTOR'S REPORT

Much has happened this past year and amid the many historic challenges, The Fresh Air Fund reimagined what summer could look like. As NYC became the epicenter of the pandemic in the spring of 2020, we knew that children would need the opportunity to be outside in fresh air, play and enjoy the magic of summer. Through creativity and commitment, the Fresh Air team made the impossible possible knowing the power of summer and its connection to healthy childhood development.

We stood by – and will always stand by – NYC children. We were able to create a strong community across all of our programs with collaboration, partnerships, the generosity of our supporters and the trust of our children and families.

With a reimagined summer at The Fresh Air Fund, there was much that brought endless smiles to my face. After months spent inside, I watched NYC children playing safely in their own neighborhoods at Summer Spaces program sites across the city. I witnessed NYC families enjoying time together simply relaxing in nature at our camps on Family Wellness day trips. I joined children in our virtual day camp for a Zoom visit to the farm at Sharpe Reservation, and I heard amazing final presentations from our teens who participated in virtual summer learning academies.

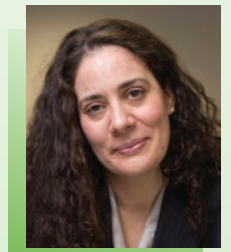
Children are truly the unseen victims of the pandemic and as we look forward, we know we have a lot of work ahead. We've seen the start of much needed change and of a dialogue around racial justice. As an organization, we've started to engage in understanding the actions we need to take to become an anti-racist organization and to ensure equity is at the core of our work across the organization. We will continue to uplift and invest in the lives of our young people and ensure they have access to enriching summer experiences and youth development programs.

Our work would not be possible without our generous supporters and partners. Thank you for standing by NYC children with us.

With hope and great appreciation,

A handwritten signature in black ink.

Fatima Shama  
Executive Director



## IN SUMMER 2020,

The Fresh Air Fund was not able to operate its traditional camping and Friendly Towns programs. With creativity and commitment, The Fund designed and launched new programs to keep Fresh Air kids active, smiling and connected to the outdoors.



# WE HULA HOOP WITH NYC KIDS

## Summer Spaces

With the generosity of our partners, Bloomberg Philanthropies, the Ford Foundation and The JPB Foundation, Summer Spaces turned closed streets into age-appropriate safe play spaces for children, ages five to 13, at 10 program sites across NYC, based in many of the communities most affected by the pandemic.

During two-hour sessions, children engaged in outdoor play with an emphasis on movement, arts and crafts and sports. They made kaleidoscopes, mobiles and kites, and played basketball, Frisbee, soccer, jumped rope and had hula hoop tournaments! Through a partnership with the American Ballet Theatre, professional teaching artists taught workshops at several sites.

In our continued commitment to support job training and employment opportunities for young people and with drastic cuts to NYC's Summer Youth Employment Program, we hired 140 NYC youth, ages 17 to 24, to serve as coaches and mentors. They helped children adapt to new physical distancing protocols and safely have fun outdoors after spending months inside with limited social interactions with their peers. The program serves as a model for providing community-based opportunities for safe play.

**96%**

of caregivers said they would be interested in a similar Summer Spaces program in the future

**92%**

of children said their time at Summer Spaces helped them feel active and healthy

**12,000**

slots were available at 10 sites

**"The activities are really fun, and I love playing with the other kids here!"**

Ian, 9



# WE EXPLORE WITH NYC KIDS

## Open Spaces

In partnership with the City Parks Foundation, Fresh Air Open Spaces provided over 125 children, ages 12 to 15, the opportunity to participate in an outdoor environmental education and sports program for two-week sessions, meeting for four hours a day, five days a week.

At Marine Park in Brooklyn, Pelham Bay Park in the Bronx and Forest Park in Queens, children learned about birdwatching, observing and releasing aquatic organisms, testing water chemistry and identifying major tree species. They also learned fundamental sports skills, such as proper running techniques, basic tennis skills, track and field and soccer.

Through our collaboration with the City Parks Foundation, children experienced the beautiful outdoor spaces that can be found within NYC and learned more about their responsibility to care for the environment through hands-on activities - all while having the chance to play sports outside.



**93%**

of campers said their experience made them want to take better care of the environment

**98%**

of campers said the program helped them feel active and healthy

**“We learned about birds, insects and plants. We used a magnifying glass to see really tiny insects, and we used the binoculars to see birds. It was really cool when we gathered bugs. We used a net and put them in a little container where we looked at them and wrote down what we saw. I caught a wasp. One of my friends caught a bumblebee and the other caught a dragonfly!”**

Kumorah, 12

# WE SMILE WITH NYC KIDS

## Fresh Air Everywhere

Fresh Air Everywhere brought children, ages seven to 13, together in virtual bunks for weekly programs that cultivated their curiosity through three themes: Around the World, Nature, and Mystery and Time Travel. Each child received a “Camp in a Box” kit filled with arts and crafts materials, a Fresh Air Fund t-shirt, books and all of the supplies they needed for the daily activities.

Staff, many of whom were Fresh Air alumni, led programs in arts, literacy and STEM interspersed with movement activities like yoga and dance, encouraging children to be active while at home. Layering in literacy and learning, project-based activities included academic components to help address the challenges of “summer slide” and the learning loss seen after schools transitioned to remote instruction.

The program found creative ways to build community and provide children with the excitement and joy of having new experiences, with a focus on connecting children to the outdoors through activities like a virtual visit to our camp Model Farm.



**92%**

of campers said their experience made them want to take better care of the environment

**87%**

of campers said the program helped them feel active and healthy

**97%**

of caregivers would recommend the program to friends and family

**“My favorite memory was making new friends. I met Sophia and Austin and I liked playing games with them. I also got a box of supplies! I made a lot of pipe cleaner bracelets and slime.”**

Sienna, 10

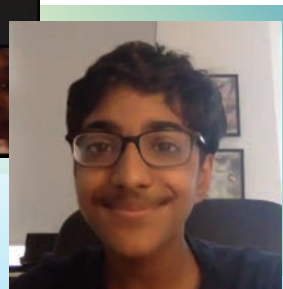
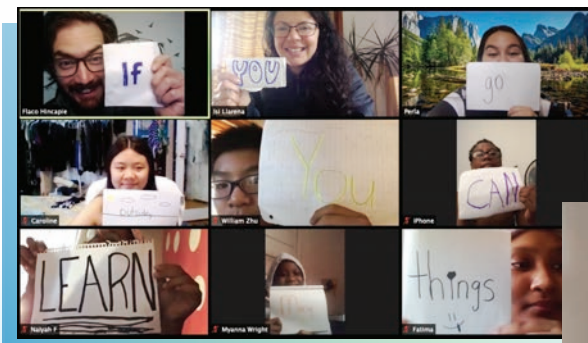
# WE ACHIEVE WITH NYC KIDS

## Teen Programs

Continuing our over 25-year history of introducing youth to career exploration and awareness, The Fund created a model program focused on career exposure, job readiness training, internships and credentialing opportunities for over 500 teens, ages 14 to 17. All participants received stipends and participated in professional development workshops.

At the height of the pandemic, when teens were feeling isolated and facing economic hardships, we gave students a sense of greater purpose and community, financial resources and a safe space to explore and express themselves. With guidance from mentors and industry leaders, teens gained professional and life skills, developing a strong foundation as they look ahead to their own careers and future opportunities for leadership.

In partnership with four organizations: NOLS (National Outdoor Leadership School); PennPraxis at the University of Pennsylvania Stuart Weitzman School of Design; Urban Arts Partnership and Youthful Savings, “virtual academies” introduced teens to basic, industry-level skills in design and architecture, game design, environmental science and entrepreneurship. Teens in the Job Readiness Program attended interactive workshops on developing communication, leadership, conflict-resolution and time-management skills, and participants in the Internship Program gained first-hand work experience, directly assisting with Fresh Air Everywhere and at Summer Spaces sites.



**87%**

of participants found new things they were good at – that they didn't know they were good at

**88%**

of participants reported feeling more confident

**\$416,800**

of funds were distributed to support stipends

**“I really liked that on Fridays, we had guest speakers come talk to us about their experiences in the industry. Before the summer, I didn't know anything about coding games, but it's showed me an interesting new path, and it's really fun!”**

Sally, 14

# WE MAKE MEMORIES WITH NYC FAMILIES

## Family Wellness

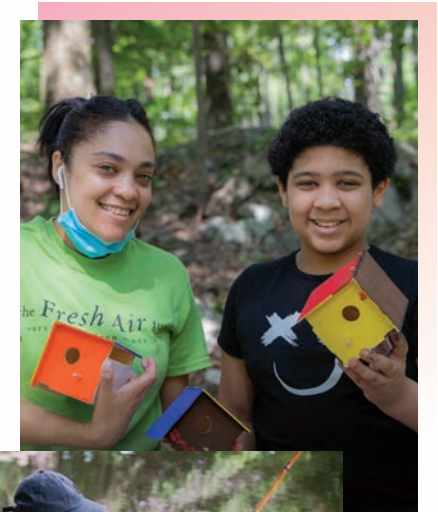
At The Fund's camps in New York's Mid-Hudson Valley, Fresh Air Family Wellness gave parents, guardians, siblings and other relatives of Fresh Air children the opportunity to enjoy the outdoors, explore nature and relax as a family.

Meals and refreshments were provided throughout the day, and transportation was provided if needed. Welcome bags were given to families when they arrived, and each family returned home with a box of fresh produce from local farms. To ensure safety, the number of daily visitors was limited, and each family was matched with an individual staff member who guided them through the day.

The program offered families the opportunity to connect with each other, connect with our staff and experience the rejuvenation and magic of fresh air. Families enjoyed boating, swimming, arts and crafts, hiking nature trails, visiting the planetarium, fishing and even scavenger hunts. Many families shared that it was the first time they were together outdoors since the start of the pandemic and that the opportunity to enjoy peaceful surroundings and nature was one of the most special parts of the experience.

**“My son went fishing for the first time during Family Wellness, and he caught a fish! He had the biggest smile ever. It was definitely the highlight for him. I really recommend this program to other families. It's a great adventure.”**

Jazmin Marrero, mother of Jayden, 11



**1,257** people participated

**99%** felt more connected as a family

**100%** would recommend the program to family and friends

# WE GROW WITH NYC KIDS

## Youth Employment

Through Fresh Air Everywhere, Teen Programs and Summer Spaces, we employed 200 New York City youth, ages 18 to 24. Every summer The Fund hires hundreds of seasonal staff and as we saw opportunities for young people to gain paid work experience dramatically limited, our commitment became even stronger.

Building on The Fresh Air Fund's long history of providing career exposure and job training for young people, leadership and professional development opportunities were offered throughout the summer. Our orientation provided trainings in positive youth development, behavior management, effective communication, diversity, equity and inclusion, mental health and more.

This dynamic, energetic and committed cohort of 18 to 24 year olds was instrumental to The Fund's summer programming and served as mentors and role models for Fresh Air children. Whether during "bunk time" on Zoom or playing sports and creating art together at Summer Spaces, our Youth Employment Program participants ensured there was always a friendly smile at the other end of a Zoom screen and an encouraging cheer during a soccer game at Summer Spaces.

**"I've been part of The Fresh Air Fund Family as a camper and a counselor. Working over the summer taught me that patience is key and how to communicate with other people, which has helped me both personally and academically. The Fresh Air Fund helped me build up the confidence to always ask questions and to speak up for myself. Over the past few years, the kids and staff have become my second family."**

Cesar Moran, 18



# 200

NYC 18 to 24 year olds were employed

# 45%

were alumni of Fresh Air programs

# WE STAY CONNECTED WITH NYC KIDS

## Year-Round Programming

After schools shut down in March, The Fund's academic enrichment programs quickly pivoted to virtual programming. Within a week, the Young Women's Giving Circle, College Connections and Tutoring programs were meeting virtually. As students shifted to remote school, we knew the support of a mentor and continuity of our programs was crucial.

As we planned for school year programs, we built on the success of summer virtual programming and created events to support children and families ranging from talent shows, Fresh Air game days and "Summer in the Winter" parties to opportunities to build community and stay connected with book clubs and teen nights. We provided a safe space for children in our "Let's Connect" meetings and a separate "Caregivers Connect" program to support parents, along with continuing our Family Wellness calls which helped us stay connected with families and better understand the support they needed.

The Young Women's Giving Circle, a youth-led program that teaches girls about the importance of philanthropy and community service, has expanded to three groups; Camp Junior workshops have focused on overcoming obstacles, anti-bullying and peer pressure; the College Connections Program continues to provide mentoring and critical support throughout the application process; and our Career Awareness Program has expanded tutoring and job shadowing opportunities and piloted new book clubs.

# 3,500

books were given to NYC children at 11 book fairs hosted by The Young Women's Giving Circle

# 3,400

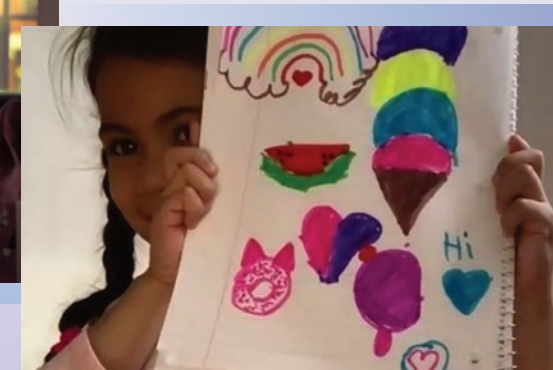
hours of virtual tutoring

# 50

virtual job shadowings

**"I usually don't like reading, but at the Bookworm Club, they chose books that are really good and that I can relate to. I always tell my friends and family about it."**

Amina, 11



# FINANCIALS

# LEGACIES AND BEQUESTS

## OPERATING SUPPORT AND REVENUE

Current Funds at Period Ended December 31, 2020

Off-Season Use of Camps	\$ 454,505
Investment Income	\$ 4,791,317
Contributions*	\$ 19,354,865
<b>Total Support and Revenue</b>	<b>\$ 24,600,687</b>

## OPERATING EXPENSES

### PROGRAM SERVICES

Friendly Towns Activities	\$ 3,936,115
Fresh Air Camps	\$ 3,851,265
Sharpe Reservation	\$ 5,042,340
Virtual and Community Programs	\$ 2,546,000

### SUPPORTING SERVICES

Management & General	\$ 4,797,580
Fundraising	\$ 4,427,387

<b>Total Expenses</b>	<b>\$ 24,600,687</b>
-----------------------	----------------------

## NOTES TO FINANCIAL STATEMENTS

### Not included in the above are:

(a) Bequests and Trusts and Other Gifts added to funds functioning as Endowment	\$ 3,101,919
(b) Net gain (loss) on investment transactions	\$ 7,944,795
(c) Contributions to Land, Buildings, and Equipment Fund	\$ 0
(d) Depreciation expense	(\$2,248,508)

\* Total contributions raised also include items (a) and (c). (Total contributions for 2020 - \$ 20,082,599.)

### As of December 31, 2020:

Assets, Liabilities and Net Assets	(\$) Amount
<b>Assets</b>	\$ 144,448,070
<b>Liabilities</b>	\$ 4,281,546
<b>Net Assets</b>	\$ 140,166,524
FYE 2019, net assets balance	\$ 134,249,594
FYE 2018, net assets balance	\$ 139,559,291

A copy of our financial reports may be obtained from The Fresh Air Fund, 633 Third Avenue, 14th floor, New York, NY 10017 (212) 897-8900, from the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or from the Charities Registry on the New York State Attorney General's website, [www.charitiesnys.com](http://www.charitiesnys.com). © 2021 The Fresh Air Fund

The following donors chose The Fresh Air Fund as a beneficiary of their estate, leaving a legacy of growth, learning and fresh air to NYC children for generations to come. Visit [FreshAir.org](http://FreshAir.org) to learn about more options for planned gifts.

## LEGACIES AND BEQUESTS INCOME

October 1, 2019 - December 31, 2020

Patricia M. Anderson  
Revocable Trust

Estate of Rita Joyce Avakian

Estate of Peter Batacan

Estate of Lin Becker

Estate of Kenneth A. Bernard

Estate of Mary Franco

Estate of Barbara Haas

Estate of Rutherford L. Moore

Estate of Ingeborg Price

Estate of John P. Stipanela

The Helen Strauss Revocable Trust

Estate of Selma Ullman

Estate of Arthur E. Ullrich

Trust of Betty G. Waller

Estate of Sara Wind





# OUR DONORS AND PARTNERS

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 October 1, 2019, through December 31, 2020.

## CHAMPIONS \$100,000+

Anonymous  
Abrahamson Family Foundation  
Blavatnik Family Foundation  
Bloomberg Philanthropies  
The Estée Lauder Companies Charitable Foundation  
The Ford Foundation  
Assembly Speaker Carl E. Heastie  
John and Jeanet Irwin/JJJ Charitable Foundation  
Jerome L. Greene Foundation  
The JPB Foundation  
K Period Media  
Leonard and Judy Lauder  
William P. Lauder and Lori Kanter Tritsch  
The Lawrence Foundation  
The Gary Magnus Family Foundation  
Barbara Marcin

## BENEFACTORS \$25,000-\$99,999

Anonymous (7)  
The Peter and Carmen Lucia Buck Foundation  
Charles C. Cahn, Jr.  
Mariah Carey  
Citi  
Michael T. Cohen and Andrew H. Roos on behalf of 23rd Street Properties  
Con Edison  
Andreas C. Dracopoulos  
The Estée Lauder Companies Inc.  
Wendy R. Flanagan and Chris O'Malley  
Friman & Stein, Inc.  
Jane L. Gilbert  
The Goodnow Fund  
Otto Haas Charitable Trust  
Christina and Donald Hawks III  
The Hearst Foundation, Inc.  
Howard Johnson Foundation  
JPMorgan Chase & Co.

Marlise C. Konort  
Jean S. Lancaster '71 Trust  
The Lovelight Fund  
Marie-Noelle Meyer  
Stephen and Evalyn E. Milman  
The Ambrose Monell Foundation  
Morgan Stanley  
New York State Office of Parks, Recreation and Historic Preservation  
Glenn and Alina Pacchiana/Thalle Industries  
David and Nilam Perpich  
The Pinkerton Foundation  
John Roach Trust Fund  
Blanchette Hooker Rockefeller Fund  
Benjamin and Edith Rodman Fund  
Charles and Lynn Schusterman Family Philanthropies  
Shake Shack  
Betsy and Paul Shiverick  
The Shubert Organization, Inc.  
Jacqueline Albert Simon  
George V. and Jean A. Smith Charitable Trust  
Teagle Foundation, Inc.  
Vital Projects Fund, Inc.  
Tali Farhadian Weinstein and Boaz Weinstein  
Chip and Jennifer Weiss  
Lucille Werlinich  
The Witten Family Foundation

## PATRONS \$10,000-\$24,999

Anonymous (13)  
The Achelis and Bodman Foundation  
Ann Amicone  
Atlantic, Tomorrow's Office  
Leslie Williams and James Attwood  
Helene Banks  
The Theodore H. Barth Foundation  
Sandra Atlas Bass & Edythe & Sol G. Atlas Fund  
Michael and Donna Bass  
Kathy Fein Bierman  
Bloomingtondale's  
Michael Bogner  
Colleen Bondy  
Jason Bordainick  
Jeffrey Boutilier  
Blair and Elizabeth Boyer  
Katherine Brobeck  
Virginia Brody  
Bulldog Ventures, LTD  
Carlos and Beatrice Burns  
Nancy S. Calcagnini  
The Richard E. Capri Foundation/  
Steven M. Wolf

Mats and Lydia Carlston/Winston & Strawn  
Neil and Argero Clark  
Continental Grain Company  
Cravath, Swaine & Moore LLP  
Daniel and Ellen Crown  
Mr. and Mrs. Jerry Cunningham  
Sharon Davis  
Elisabeth de Picciotto  
Ahmed Deria and Grace Chung  
Dillard's  
LizabethAnn Rogovoy Eisen  
Martin Elias  
Hassan and Rasha Elmasry  
Equinox Fitness Clubs  
Esmond Nissim Foundation  
Marc A. Feigen  
The Frelinghuysen Foundation  
Lily Palmer Fry Memorial Trust  
John N. and Gillett A. Gilbert  
Goldbelly  
Goldman Sachs & Co.  
Barbara Freid Gottesman  
George A. Hambrecht  
Mr. and Mrs. Ben Harris  
Christine Haydinger  
Mervyn Hecht  
The James Huntington Foundation  
Craig and Janice Ivey  
Freda S. Johnson  
JPMorgan Chase Foundation  
J.M. Kaplan Fund  
Miriam Kartch-Hughes  
Rick and Mary Beth Ketchum  
Isabelle B. Krusen and Michael C. Sodikoff  
Nancy Langsan and Daniel K. Bernstein  
George Ledes  
Gregory D. Lee and Amanda Moretti  
Mr. and Mrs. David Levine  
Nancy Long, Ph.D. and Marc N. Waldor  
Alexis and Laura Maged  
Marion Malcolm  
Shelly and Tony Malkin  
The Nicholas Martini Foundation  
Richard and Carole Mavity  
Charles Merrels  
Milbank, Tweed, Hadley & McCloy LLP  
Sandra Earl Mintz  
The Montgomery Family Foundation  
MUFG Bank, Ltd.  
Donald Newhouse  
Sandra G. Nowicki  
John O'Connor  
Yoko Ono  
Paula K. Oppenheim  
OREO Cookies  
Origo-Levy Child Welfare Fund  
Penguin Random House, Inc.

Penske Business Media, LLC  
Pier Sixty at Chelsea Piers  
Katherine C. Pierce  
Abby Pratt  
Edward Purce  
The Frances and Abraham Reichman Charitable Trust  
The Renaissance Foundation  
Carlos Rodriguez-Pastor  
Nancy B. Rooney  
Greg Rosica/EY  
Rubenstein Associates, Inc.  
David L. Russo and Mary Gail Gears  
Win and Mary Rutherford  
Elizabeth H. Scheuer and Peter A. Joseph  
Thomas Schumacher  
Richard and Carol Seltzer  
Richard Shepard and Carolyn Horwitz  
Gautam Shine  
Dr. and Mrs. Bernard E. Small  
Howard Solomon and Sarah Billingham Solomon  
Gillian Sorensen  
Jane and Richard Steadman  
The Sternlicht Family Foundation Inc.  
Theodore and Karin Mayer Family Foundation, Inc.  
Uber Eats  
Lance Wachenheim  
George P. Wakefield Residuary Trust  
Warner Music Group  
Paul Weissman  
Beth and Brad Whitman  
Diana Wortham

## SPONSORS \$5,000-\$9,999

Anonymous (23)  
Barbara A. Abeles  
American Endowment Foundation  
Drew Anderman  
Arnhold Foundation, Inc.  
Wendy and Fred Bachman  
James and Veronica Baker  
Scott Banerjee  
Frances Berger  
Tjeerd and Jane Best  
The Morton K. and Jane Blaustein Foundation, Inc.  
Susan Blaustein and Alan Berlow  
Priscilla H. Blum  
Judith Haskell Brewer Fund  
Terence and Catherine Cardew  
Cathay Bank Foundation  
Chatham Imports, Inc.  
Maria Cilenti and Michael Embler

Paula Cooper  
Catherine Crimmins  
Barbara Croswell  
Anne Davey  
Patrick and Catherine de Saint-Aignan  
Samuel del Pilar  
Dime Community Bank  
Karen and Greg Dimit  
T. Troy and Keisha Dixon  
Paul Donofrio and Ellen Reddy  
Patrick B. Dorsey  
Susan Eckert  
Elizabeth E. Ehrenfeld  
Gregory and Melissa Elders  
Elisabeth Erlbaum  
The Falik Philanthropic Fund  
Jennifer Weiss Friedman  
Robert A. and Jane C. Friedman  
Abraham Fuchsberg Family Foundation, Inc.  
Mario Gabelli  
Liz and Ed Gaelick  
Gipson Family Foundation  
Global Endowment Management  
Richard Greene  
Allison and Rob Grigg  
Agnes Gund  
Guyanese Cultural Association  
Michelle Hobart and Justin Peyser  
J.M. McDonald Foundation, Inc.  
Carol Johnson  
Jacqueline Jones-Peace and Breon Peace  
Gail and James Kellogg Family Fund  
Frederick and Sarah Khedouri  
Indra Kish and Ken Heavey  
Fred Kramer  
Sidney and Judith Kranes Foundation  
Rae Krelitz  
Kurtz Family Foundation  
Jane Lauder  
The Ronald and Jo Carole Lauder Foundation  
The Leibowitz and Greenway Family Charitable Foundation  
Steven Lewent  
John and Helen Lobrano  
Stephanie Lynch  
Marcum Foundation, Inc.  
Robin and Peter Matt  
Joyce F. Menschel  
Richard and Ronay Menschel  
Jennifer Monahan  
Donna D. Morgan, Ph.D.  
Jenny Morgenthau  
Elizabeth and Aaron Morrill  
MUFG Union Bank Foundation  
The Dorothy Strelsin Foundation  
Clover Nicholas  
Lukasz and Dana Niedzielski  
Olmstead Properties, Inc. - Samuel W. Rosenblatt  
Sam and Nathalie Orans  
Orr-Pitts Family Charitable Annuity Trust  
Phyllis Oxman

George and Gloria Pacchiana  
Gerald and Michelle Parrish  
Rafael Pelli and Kate Walbert  
Anne Breck Peterson  
Jean and Jacqueline Plumez  
Abigail Pogrebin and David Shapiro  
Elizabeth Portland and Tom Toce  
Steven Potolsky and Nancy Dornbush  
Judy Rasmuson  
Joan Rechnitz  
Red Mountain Fund  
Chelsey Ring  
Rubin Family Foundation  
Kevin and Molly Ryan  
Nancy Sands  
Richard and Margaret Santulli  
Jennifer M. Schneck  
Mindy Schneider and Michael Lesser  
Joyce and Joel Seligman  
Catherine Sommers  
Susan Sommers  
John Steinberg and Jill Pliskin  
Ben and Charlotte Sullivan  
John Templeton Foundation  
Lizzie and Jonathan Tisch  
The TJX Foundation, Inc.  
Trish Todd  
Scott and Locky Trachsel  
Kingsley Tryndall  
Vineyard Vines Retail, LLC  
The Laura B. Vogler Foundation, Inc.  
Michael Wall  
Lauren and Matt Wallerstein  
The Walt Disney Company  
Mary Waterman and William Lunt  
Margery P. Weed Family Charitable Foundation  
Lawrence and Alice Weiner  
Lois Weinroth  
Larry Weiss  
Donna Welicky and Stephen O'Neill  
Forrest Williams  
Ransom Wilson  
Max Wygod  
Melvin and Donna Young  
Susan Zirkl Z.L. Memorial Charitable Foundation Trust  
Donors who generously support our programs at the \$1,000-\$4,999 level are listed in our digital annual report at [freshair.org/donors-partners](https://freshair.org/donors-partners).

**SPECIAL THANKS TO OUR PARTNERS** who helped us by donating items, giving of their time, helping launch new programs and providing additional encouragement and support.

150th-155th Street Edgecombe Avenue Block Association

Lishawn Alexander  
American Ballet Theatre  
American Jewish Historical Society  
Assembly Member Catalina Cruz  
Assembly Member Nathalia Fernandez  
Assembly Member Victor Pichardo  
Assembly Member Diana C. Richardson  
Assembly Member Latrice M. Walker  
Assembly Speaker Carl E. Heastie  
BioBus  
Biolite  
The Brandt Foundation  
Broadway Housing Communities  
Bronx Borough President Ruben Diaz Jr.  
Bronx Community Board 4  
Bronx Community Board 6  
Brooklyn Children's Museum  
Brooklyn Community Board 16  
Brooklyn Community Board 7  
Brooklyn Community Board 8  
Brownsville Jobs Plus  
Cantonment  
Citibank  
City Council Majority Leader Laurie Cumbo  
City Council Member Robert Cornegy  
City Council Member Danny Dromm  
City Council Member Vanessa Gibson  
City Council Member Ritchie Torres  
City Parks Foundation  
Clinique  
Cognilibro  
Comcast  
Common Ground Farm  
Con Edison  
Coolture Impact  
Crop Organic Vodka  
Culture Lab LIC at The Plaxall Gallery  
Steven DeLuca  
DJ Rashida  
Eggbert Free Range Farm  
ElmCor  
ESPN  
The Financial Gym  
First Book  
Flying Deer Nature Camp  
Food & Beverage Association, Inc.  
Free Country  
Go Go Squeez  
Goldman Sachs  
Google  
Harvard Art Museums  
Hunger Free NYC  
IDK Tonight  
JCCA  
JPMorgan Chase  
L'Oreal  
Liberty Optical  
Loews Hotel  
MacKay Shields  
Manhattan Borough President Gail Brewer  
Manhattan Community Board 9  
Matthew Potel Foundation  
McCormick & Company  
Meadowbrook Farm  
Method Design  
Michter's Distillery LLC  
Mixed Company NYC  
Morgan Stanley

Mouse.org  
Mutual of America  
Nantucket Spyder  
NASDAQ  
National Association of City Transportation Officials (NACTO)  
New York Cares  
New York City Department of Parks & Recreation  
New York City Department of Transportation  
New York State Parks, Recreation & Historic Preservation  
The New York Times Company  
NOLS  
Nuventra Pharma Sciences  
OneSight  
Penguin Random House  
PennPraxis, Stuart Weitzman School of Design, University of Pennsylvania  
The Pit NYC  
Queens Community Board 3  
Queens Public Library  
Roundabout Theatre Company  
SCAN Harbor  
Scholastic  
Senator Alessandra Biaggi  
Senator Velmanette Montgomery  
Senator Jessica Ramos  
Senator Gustavo Rivera  
Senator Luis Sepulveda  
Senator Jose M. Serrano  
Shake Shack  
Sing Me a Story  
Speedo  
State Street Global Services  
Street Lab  
Styles by Pat  
SUNY Downstate Medical Center  
Sweet Blackberry Foundation  
Syncopated Ladies  
Take Two Interactive Games  
The TJX Companies  
Tommy Hilfiger  
Turn A Page  
Untitled Investments  
Urban Arts Partnership  
Warner Music Group  
Wells Fargo  
Tamiko White  
The Writer  
Young Audiences New York  
Youthful Savings

# OUR BOARD

## OFFICERS

**William P. Lauder**  
Chairman of the Board

**John N. Irwin III**  
Vice Chairman

**Wendy R. Flanagan**  
President

**LizabethAnn Rogovoy Eisen**  
Vice President

**Winthrop Rutherford, Jr.**  
Secretary

**Derrick D. Cephas**  
Treasurer

## IN MEMORIAM

Jacqueline Albert Simon

Ruth W. Houghton

## BOARD OF DIRECTORS

June Ambrose

Tiki Barber

Mariah Carey

Mats G. Carlston

Ahmed Deria

Barbaralee Diamonstein-Spielvogel

Hugh Grant

Donald L. Hawks III

Craig S. Ivey

Howard B. Johnson

Isabelle B. Krusen

Gregory D. Lee

Alexis F. Maged

Joseph J. Magliocco

David S. Perpich

Caroline Cummings Rafferty

Nancy Rooney

Greg Rosica

Betsy Shiverick

Kimberly E. Steward

Richard D. Thomas

Bradley A. Whitman

Steven M. Wolf



# The New York Times

April 23, 2020  
Editorial

## A Breath of Fresh Air

For Karen Arroyo, a medical assistant at Montefiore Medical Center in the Bronx, the night hours now seem to collapse into one another. She moves among Covid-19 patients who are too weak to speak to her. She checks their vital signs and cleans them off when they're soiled. She wraps up those who are deceased and prepares them to be transported to the morgue. When Ms. Arroyo gets home at 7 a.m., she sprays her clothes down with Lysol so as not to expose her family.

Ms. Arroyo tries not to let her three children see the full emotional weight of her work — her fear of exposure to the virus, and grief from witnessing so much loss. But they can tell that their mom is struggling, and they try to distract her by playing her favorite songs and silly TikToks. Her kids have their own stress, too. Their schools have closed, and they miss seeing their friends; they worry about keeping up with classwork now that their lessons are all online.

On her toughest days, Ms. Arroyo likes to imagine where her children were last summer, and where they'll hopefully be again soon: Camp Junior, a Fresh Air Fund camp in New York's Harriman State Park. She likes to close her eyes and picture them kayaking and giggling with cabin-mates, far from the sounds of the city ambulances.

"It's such an uncertain time, and I've lost so many people I know," Ms. Arroyo said. "My kids really need to be back at camp. They need to be around people and nature."

Growing up, Ms. Arroyo never went hiking or learned to swim. She could navigate the subways and streets of Williamsburg, Brooklyn, but the thought of being outdoors made her anxious. She didn't want to pass on her own fears to her children, so she made sure to teach them how to bike and hold their breath underwater when they were young.

Last year, she found an application for the Fresh Air Fund's Camp Junior online. When she got the notice that her children were accepted, she had to read it three times over before she believed it. Her children were going to have an opportunity she'd never been afforded: summer camp.

Her children were nervous leaving home for the first time on their own, but by the end of the 12-day session they were already making plans for next summer. In each child, Ms. Arroyo noticed a subtle change. Aiden, 10, was ecstatic to have a new audience for his goofy jokes. Mikayla, 11, had come out of her shell and was telling stories about her new friends. And Gabby, 14, had grown quietly more confident, talking about one day becoming a counselor at the Fresh Air Fund.

Gabby recalled the moment she realized that she had the skills to be a counselor, when she was comforting another homesick camper and helped her write a letter home to her mom. "Nobody knew each other, but it was such a friendly environment," Gabby said. She added that each day brought new experiences. "Swimming in a lake and hiking for hours was something I'd never gotten to do before."



**Karen Arroyo, a medical assistant at Montefiore Medical Center, with her children Mikayla, far left, Aiden, and Gabby.**

Camp Junior opened just last year, and it is not just Ms. Arroyo's family who has already felt its effects: More than 320 young people from across the Bronx had the chance to spend their summer there, learning skills ranging from wilderness survival to conflict resolution.

"They came back with stories about kayaking, about talent shows, about the counselors," Ms. Arroyo said. "They learned about this whole other world out there because of the Fresh Air Fund."

Fatima Shama, executive director of the Fresh Air Fund, said the organization has a long history of serving families during times of public health crisis. The organization was founded in 1877 to help children affected by a tuberculosis outbreak, especially those living in New York's densely packed tenements, by giving them opportunities to leave the city and spend time outdoors.

Ms. Shama said that the needs of New York City's children today amid the coronavirus pandemic aren't so different. "For children living in the realities of lockdown, there's a lack of ability to be children," she explained.

The Fresh Air Fund hopes to reach thousands of New York City children from low-income families this year. A visit to a volunteer host family costs \$1,597, and \$2,072 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. Ms. Shama said the organization plans to open its camps this summer, unless advised by public health officials to keep them closed due to social distancing guidelines. The organization is exploring ways to adapt its traditional summer programming if needed.

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](http://www.freshair.org).

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

633 Third Avenue, 14th Floor  
New York, NY 10017

212.897.8900 | 800.367.0003

[www.FreshAir.org](http://www.FreshAir.org)

[freshair@freshair.org](mailto:freshair@freshair.org)

 @freshairfund

 @freshairfund

 @thefreshairfund

**Concept/Design:**  
Great Believer / [greatbeliever.us](http://greatbeliever.us)

**Photo credits:**  
Joan Barker, Katie Borrazzo and Allison Engkvist

