

the *Fresh Air* fund

SUMMER 2023

The impact of a Fresh Air experience extends beyond the summer. Through The Fresh Air Fund's sleepaway camps and Friendly Towns program, youth gain new perspectives and create new goals for the future.

Thanks to the commitment of generous supporters and partners, New York City children experienced the joy of a Fresh Air summer and the many benefits of time in nature. Through Fresh Air summer programs, children discover new talents, meet new friends and develop increased independence and confidence.

SLEEPAWAY CAMP

For the first summer since 2019, The Fund operated six camp programs: Camp ABC, Camp Hayden-Marks, Camp Hidden Valley, Camp Junior, Camp Mariah – the Career Awareness Camp – and Camp Tommy, as well as the Teen Leadership and Counselor-in-Training programs.

Over 300 camp staff, including many international staff and alumni of Fresh Air programs, provided a supportive environment for 1,240 campers, ages 8-15, to explore nature, develop confidence, make new friends and try new activities.

Favorite activities included swimming, visiting the model farm, boating, guitar lessons and dance. All campers visited the reopened planetarium.



“My favorite thing ever is swimming! I just love splashing around in the lake and having a blast. I think everyone at camp is super nice, and the camp staff are like superheroes, always keeping an eye out for us!”

– Miguel, 9



LEADERSHIP PROGRAMS

The Counselor-in-Training program is a leadership and staff development program for teens, ages 16-17, which serves as an important transition for campers on their journey from camper to staff. This summer, over 40 CITs developed leadership, team building and communication skills. They also served as role models to our younger campers.

The Teen Leadership Program at Camp ABC provided a safe and supportive environment for over 100 teens, ages 13-15, to participate in camp activities and workshops focused on topics from public speaking to goal setting and building self-esteem.



“I became a CIT because I really enjoyed my experience as a camper! I boosted my communication skills and now feel more prepared for the future.”

– Adara, 16



FRIENDLY TOWNS

Over 170 children, ages 8-18, visited volunteer host families in small towns and rural areas along the East Coast through The Fund's legacy program Friendly Towns. The program included new youth and new host families for the first time since 2019.

Families share that favorite activities include riding bikes, visiting a local lake or beach and spending time at nearby parks. The annual Friendly Towns Photo Contest highlighted the fun outdoor activities children participated in while having the experience of traveling to a new place and making new friends.

Many children form close friendships with their host families and return to the same host family year after year.

"I had a fantastic time with the family who hosted me – it was definitely a 10/10! My advice is to just be yourself, enjoy the moment and don't be afraid to try new things."

- Alitzel, 12



SUMMER HIGHLIGHTS & PARTNERSHIPS

Many unique and enriching opportunities were made possible through The Fund's corporate and community partnerships.

The Design to Thrive program, a partnership between The Fresh Air Fund and PennPraxis at the University of Pennsylvania Stuart Weitzman School of Design, returned to camp for the second summer. The program centers around design education and involves Counselors-in-Training in all aspects of the design process, including having a voice in what they build to contribute to the camp community. This year they built and decorated outdoor seating, tables and new camp signs.

The ASCAP Foundation, a partner since 1999, provided guitars and instructors at all six camps. The OneSight EssilorLuxottica Foundation, a partner since 2003, provided free vision screenings for all campers. Campers who needed glasses selected new pairs to take home.

The Syncopated Ladies returned to Camp ABC to perform at Girls Empowerment Day, campers at Hayden-Marks enjoyed the first "ESPN Day" with Disney volunteers since 2019 and the clothing company Theory led design workshops and a fun tie-dye activity at Camp Mariah.

During a Friendly Towns bus departure, we recognized the first annual Jamari Johns Day in memory of a Friendly Towns alum. There also was a fundraiser for the Friendly Towns program in his honor.



96%

Of parents/guardians said they would recommend The Fresh Air Fund to friends and family

58

Summer staff are alumni of Fresh Air programs

90%

Of parents/guardians said their child was more open to trying new things after participating in a Fresh Air summer program