



North Star Reach
a seriousfun camp



A YEAR
OF GROWTH

2017 ANNUAL REPORT



"We saw such improvements after she came home from camp. Her eye contact and confidence was awesome."

-ZOE'S MOM

On the cover: Campers enjoying our new accessible treehouse.



WELCOME

04



CAMP BY THE NUMBERS

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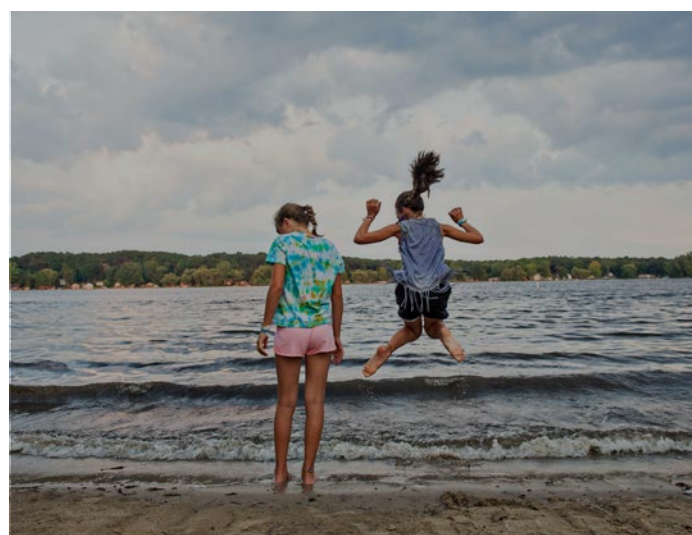
HOSPITAL OUTREACH

09



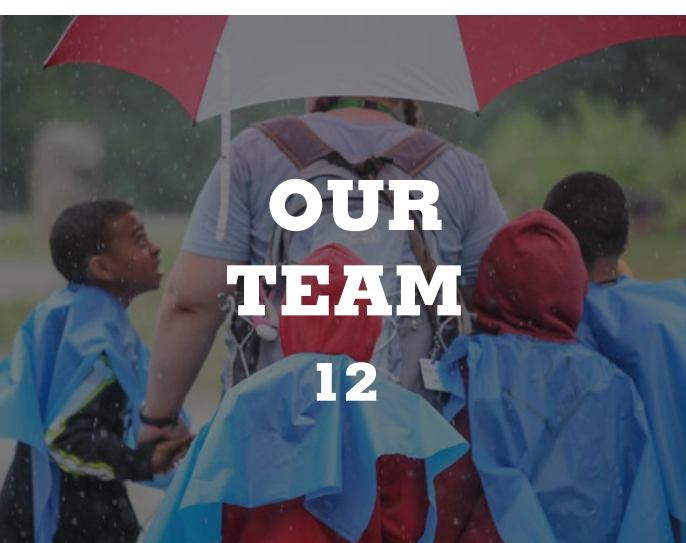
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BUILDING HEALING BRIDGES

Dear Friends,

As you'll see in our report, 2017 was an extraordinary year of growth and accomplishment for North Star Reach. I'm very proud to share our successes—the milestones reached, innovative new programs, and awards for excellence— but what I'm most excited to share with you are the many ways that you have helped to **transform the lives of children with serious illnesses**.

Here are just three voices among many:

"Camp keeps my mind off my condition. It makes me feel like a normal kid."

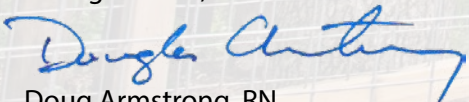
"My friends here are like family. And my friends accept me for who I am."

"As a mom of a kid with so many challenges, camp gave us stress-less time together. It also gave me an opportunity to be a kid with him. That is the greatest gift ever."

It's clear that camp matters now more than ever. As a lifelong healthcare provider (I am still a registered nurse), I believe camp is a "healing bridge." Hospitals are amazing at providing cures. But camp provides a vital place where kids with serious health challenges move from being a "sick kid" to feeling a sense of normalcy. How that happens is as unique as each camper. But it's nurtured by the friendship they make with other kids facing similar challenges.

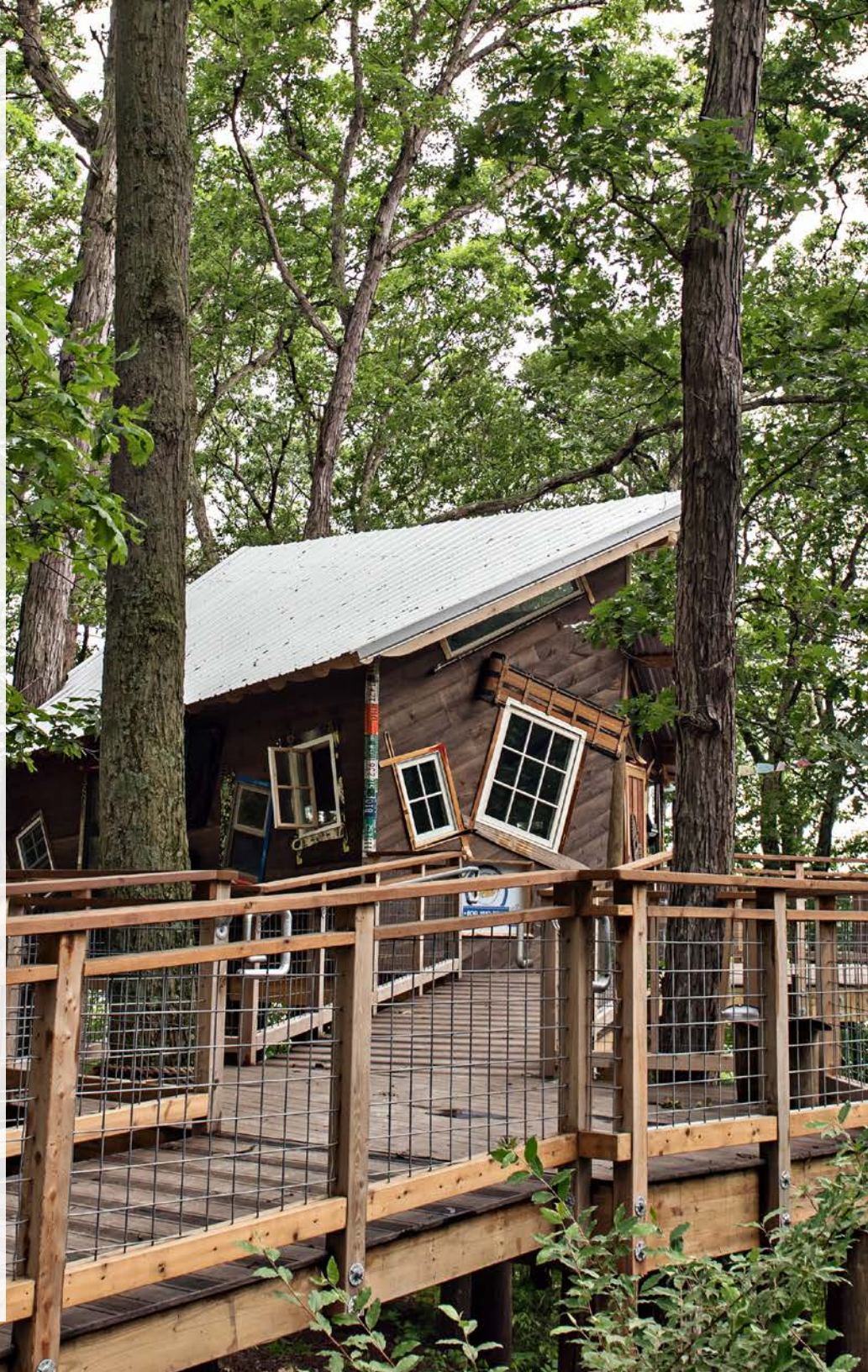
Friendship and community. Those are the seeds that make our camp grow, this year and always. On behalf of nearly two thousand campers and family members we have served and will welcome during the upcoming season, thank you for your support and generosity.

With gratitude,



Doug Armstrong, RN

Founder & CEO, North Star Reach



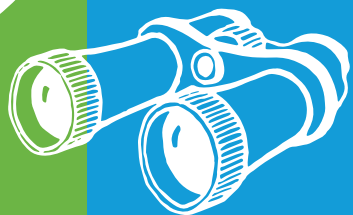
2017 CAMP BY THE NUMBERS

696
TOTAL
CAMPERs

335 SUMMER
CAMPERs

155 Returning
Camper

180 New
Camper



361
FAMILY
CAMPERs

74 Returning Camper

287 New Camper

4 NEW CAMP
SESSIONS
HOSTED



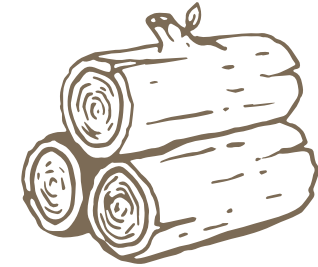
(for a total of 11 Camps in 2017)








- + Solstice Camp
(for campers aged 16 & 17)
- + Sibling Camp
(for brothers and sisters of a North Star Reach camper)
- + Neuro-Oncology Family Camp
- + Palliative Care Family Camp



In 2017, we became accredited by the American Camp Association.

1,077 CAMPERS SERVED IN JUST TWO YEARS



		MICHIGAN	ILLINOS	OHIO	WISCONSIN	NEBRASKA	INDIANA	MISSOURI
TOTAL	696	593	76	19	3	3	2	0
	Campers Served 2017							
TOTAL	381	330	31	18	1	0	0	1
	Campers Served 2016							

That's an 81% increase in the number of children and family members we served from 2016 to 2017!



SERVING CHILDREN ACROSS THE GREAT LAKES REGION

Our campers travel from across the Great Lakes Region—including Detroit, Grand Rapids, and Chicago—to experience all the outdoor adventures and childhood joys of a traditional camp with others just like them.

MEDICAL CONDITIONS SERVED

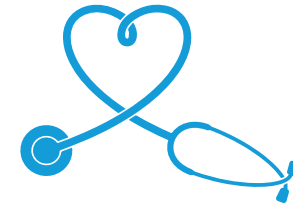
North Star Reach serves children living with dozens of different medical conditions. In 2017, we began family camps for children with neuro-oncology and palliative care diagnoses.

Top conditions served:

Blood disorders
Cerebral palsy
Congenital heart disorders
Down syndrome
Genetic disorders
Hemophilia
Neuro-oncology
Muscular dystrophy
Organ transplants
Pain management
Pulmonary hypertension
Sickle cell disease
Spina bifida

Additional secondary conditions served:

ADHD
Asthma
Autism
Colitis
Diabetes
Epilepsy
Gastrointestinal disorders
Hearing Loss
Hypertension
Juvenile Rheumatoid Arthritis
Migraines
Sleep Apnea
Stroke



Our Partner Hospitals



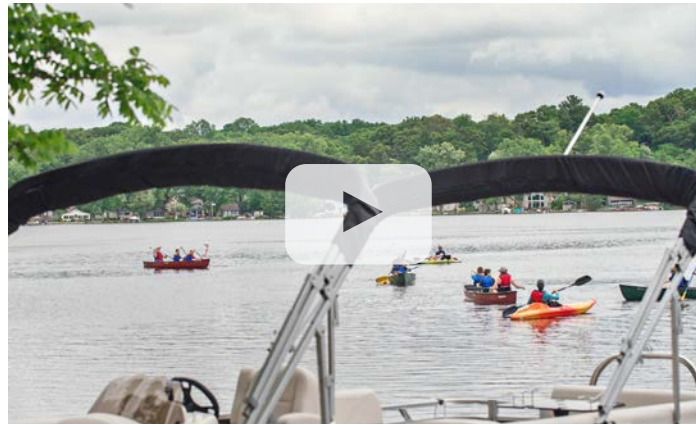
OTHER REFERRING HOSPITALS:

Children's Hospital of Wisconsin
Ann & Robert H. Lurie Children's Hospital of Chicago
Advocate Children's Hospital
UI Health (University of Illinois)
La Rabida Children's Hospital
Cincinnati Children's Hospital Medical Center

MAKING CAMP MORE AWESOME

EXPANDING OUR WATERFRONT

Our kayak and canoe fleet expanded by about two dozen boats in 2017, thanks to Klave's Marina and Char Schiller for initiating the "Build the Fleet" campaign. Additional funders included Pinckney, Putnam, Hamburg, Hell Chamber of Commerce; the Greater Brighton Area Chamber of Commerce; and AZ Pools, Spas & Land Architects. Our waterfront was also enhanced by a new 520-square-foot storage building, and we launched our new pontoon boat, with generous support from Niagara Cares.



"Camp keeps my mind off my condition. It makes me feel like a normal kid."

-Camper

A TREEHOUSE EVERYONE CAN PLAY IN

Our new accessible treehouse is surrounded by old oaks and overlooks picturesque Woodburn Lake. We're grateful to Dance Marathon at the University of Michigan for donating funds to build it, A3C - Collaborative Architecture for leading the design, and James "B'fer" Roth and his talented "The Treehouse Guys" team for building this one-of-a-kind treetop retreat. The DIY Network aired the "making of" the treehouse throughout the fall.



"Thank you so very much for providing us with a safe haven and retreat to bring us closer as a family."

-Family Camper

ACCESSIBLE POOLS

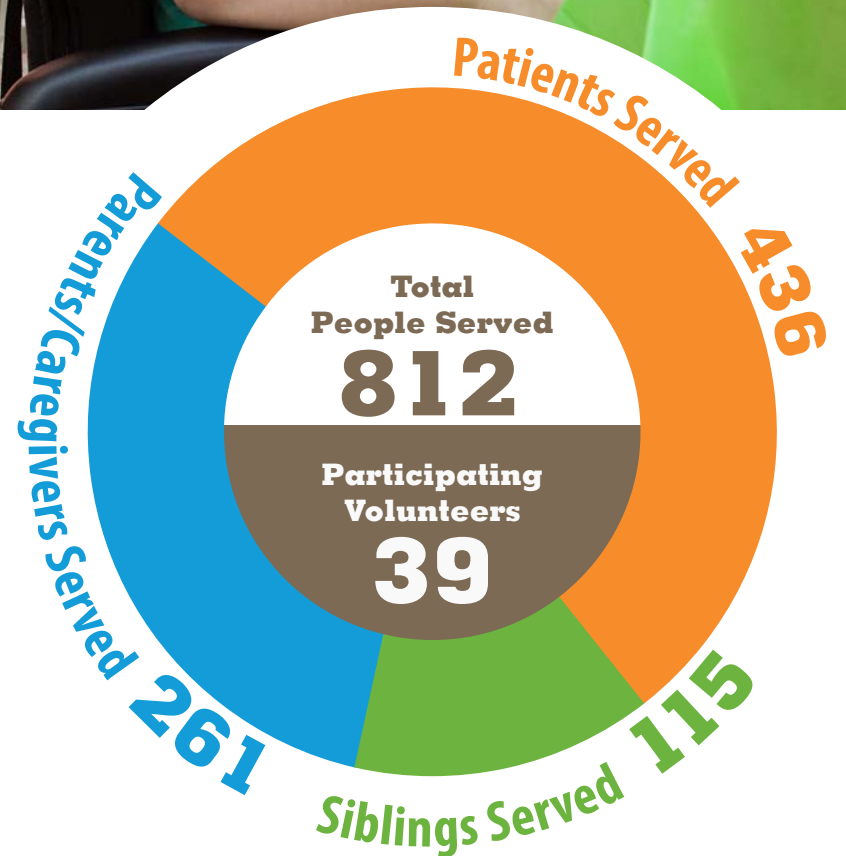
In 2017, we opened two zero-entry, heated pools. 95 degrees keeps things comfortable for campers diagnosed with Sickle Cell Disease, as they are highly sensitive to hot and cold temperatures. A new warming hut provides a protected, heated space for campers to dry off when they get out of the water.



North Star OUTREACH

Bringing the magic of camp to kids in the hospital.

We're tremendously grateful to the dedicated donors and volunteers who helped Outreach Coordinator Jessica Doletzky bring fun-filled activities to more than 800 pediatric patients, their families, and caregivers in hospitals across Michigan. That's 300 more than we served in 2016! Our team traveled to the University of Michigan C.S. Mott Children's Hospital in Ann Arbor, Children's Hospital of Michigan in Detroit, Beaumont Children's in Royal Oak and Helen DeVos Children's Hospital of Spectrum Health in Grand Rapids.



GROWING WITH US

ALL-STAR VOLUNTEERS

In 2017, they not only helped us welcome 696 campers and family members—for 51 days of life-changing fun and joy—but they came together to raise more than \$21,000 for campers (which included a generous \$10,000 grant from Newman's Own Foundation, in support of the first-ever Volunteer Giving Campaign initiated by a SeriousFun camp). We are grateful to each and every volunteer who contributed their time, talents, dollars and magical laughter. They truly make camp possible.

Program Volunteers

394

(from 19-year-old college students to 70-something retirees)

Medical Volunteers

64

(RNs, MDs, NPs & lots of other impressively credentialed professionals)

Event Volunteers

62

(our unsung heroes: they come early, they stay late, they make us shine)

Total Volunteers

= 520



RECOGNIZING OUTSTANDING VOLUNTEER SERVICE

Congratulations to the honorees selected by their peers for the Camp Service Leadership Awards, recognizing outstanding contributions by summer program volunteers: Rand Kazanji, Jason Davis and Gabe Lemmen (2016 season); Monica Philipp, Toree Baldwin, Mike "Coach" Parker and Cesca White (2017 season).

CORPORATE VOLUNTEER PROGRAM

SeriousFun Children's Network corporate partners help to support all camps and programs in the Network through financial contributions, in-kind gifts, and the dedication of their employees. In 2017, dozens of employees from Abercrombie & Fitch and Shire volunteered as counselors during our family and summer camps (including a shaving cream-covered Michael LaNasa, an A&F associate). As North Star Reach's official T-shirt sponsor, A&F also outfitted all staff, volunteers and campers with some of the coolest and comfiest shirts ever.

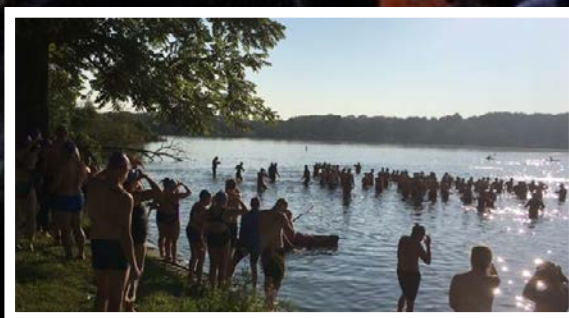
EVENT HIGHLIGHTS

Special events help us share our mission, raise funds, and connect with our supporters—building the strong community that is key to sustaining our organization. Last year, our events together raised more than \$400,000 for our campers and their families. In June, we welcomed hundreds of guests for our signature **Under the North Star** gala. The evening was hosted by local celebrities Jake and Jackie Long and master of ceremonies CBS anchorwoman Dana Jacobson and honored campers Laura, Amanda and Blake, who shared personal stories about how camp has made a difference in their lives.

In August, supporters gathered at another successful **Charity Begins at Home Gala & Golf Outing**, hosted by The Polos Fields Foundation of Michigan and The Stanley L. and Phyllis Berger Family Foundation. Later that month, hundreds of swimmers dedicated themselves to the annual **Swim to the Moon**, hosted by Epic Races, raising money for our campers while competing in an open-water competition. Other event highlights included **The A&F Challenge** on Sept. 8 (as a SeriousFun network-wide fundraiser hosted by Abercrombie & Fitch, a portion of the \$1.3 million raised benefitted North Star Reach); North Star Reach Board Member Stephanie Amaimo's spirited **Fowling at the Warehouse**; and The Well Church and The Detroit Red Wing Alumni's **Hockey Night in Brighton**.



Charity Begins At Home Gala & Golf Outing



Swim to the Moon



A&F Challenge

CURRENT STAFF

Founder & CEO

Doug Armstrong

Camp Program

Patrick Smith, Camping Director

Colleen Triezenberg, Program Director

Jessica Doletzky, OutReach Director

Communications

Ami Walsh, Communications Director

Development

Patty Jacobs Warner, Director of Development

Louisa Artelt, Associate Director of Development

April Gasbarre, Development Associate

Roxann Keating, Database Specialist

Facilities

Jeff Boots, Facility Director

Finance & Administrative

Bill Grier, Finance Director

Teresa Breymaier, Administrative Specialist

Medical

Edward "Skip" Walton, MD, Medical Director

Alyssa Hardy, RN, MSN, Health Center Director

Sarah McIntosh, Camper Recruitment Coordinator

Thanks to 2017 staff including Kristine Chandler, Meiko McDaniel, Don Sanford, Britni Rosemeyer, and Erin Ross.



Ernst & Young
Entrepreneur
Of The Year®

In recognition of his passion and vision to bring life-changing, cost-free camp experiences to children with serious health

challenges, **Founder & CEO Doug Armstrong** was named **Entrepreneur of the Year** for the Michigan/Northwest Ohio region by the global accounting and professional services firm EY (formerly Ernst & Young).



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Vice President, Berger Realty Group

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Project Management Consultant and Owner, Ode to June

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Ebon E. Wilkins

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Regional Vice President, Emergency Physicians Medical Group

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Robert Takla, MD

Medical Director and Chair of Emergency Medicine, Ascension St. John Hospital and Medical Center

Alison Tothy, MD

Chief Experience and Engagement Officer, University of Chicago Medicine Comer Children's Hospital

Edward "Skip" Walton, MD

Medical Director, North Star Reach

Doug Armstrong, RN

Founder and CEO, North Star Reach

2017 FINANCES

FISCAL YEAR ENDING DECEMBER 31st

REVENUE

Pledges and Contributions	1,646,508
Special Events	406,437
In-Kind Contributions	252,073
Other	12,834
Total	2,317,852

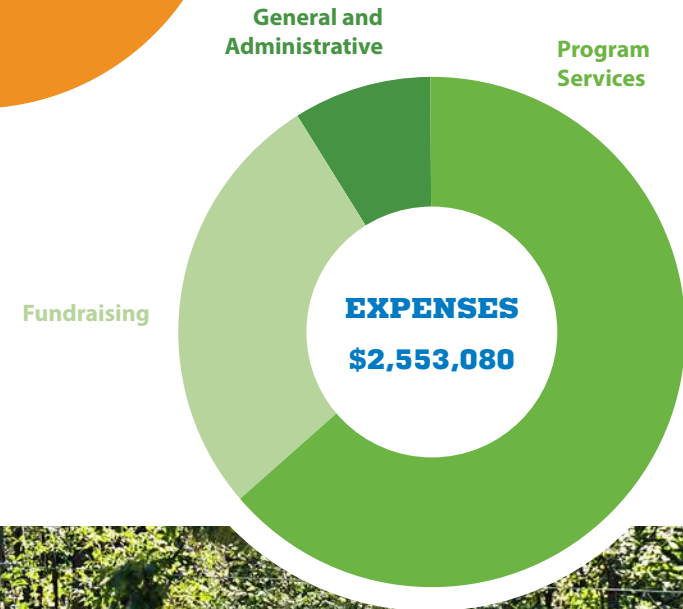
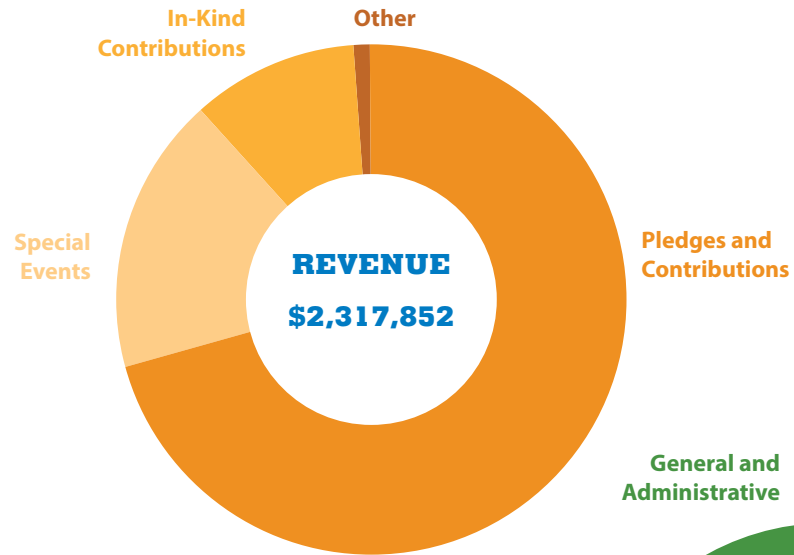
EXPENSES (Excluding Depreciation)

Program Services	1,623,772
Fundraising	704,612
General and Administrative	224,696
Total	2,553,080

NET INCOME (Excluding Depreciation)* -235,227

Our life-changing work is made possible by the generosity of funders and donors, and we are especially grateful for prior multi-year pledges which are helping to sustain us going forward. As of December 31, 2017, the outstanding pledge receivable balance was \$4,485,982.

**Depreciation expense of \$687,606 was recorded in 2017, but was excluded from this net income summary since it is a non-cash item.
Note: 2017 audited financial statements available upon request.*



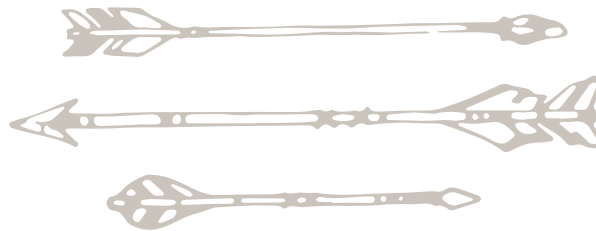
OUR GENEROUS DONORS

On behalf of the 696 children and families we served at North Star Reach in 2017, we extend our deepest thanks to each one of the donors who believed in the power of camp and supported our work to positively impact the lives of children with serious health challenges.

Great care has been made preparing the list of supporters who made a gift to North Star Reach between January 1 and December 31, 2017. Please accept our apologies in advance if we have inadvertently made an error or omitted a name. To make a correction, please contact Patty Jacobs Warner at 734-680-8744.

FOUNDING DONORS

Vera and Joseph Dresner Foundation
The Jones Family Foundation
Mott Golf Classic
Ted and Jane Von Voigtlander Foundation



In October 2017, we celebrated the many donors and partners who supported our \$26 million Capital Campaign and unveiled our new donor wall.

INDIVIDUALS, ORGANIZATIONS, FOUNDATIONS

\$50,000 & Above

Anonymous
Catalyst Club
Susan Cooper
Dance Marathon
SeriousFun Children's Network

\$10,000-\$49,999

100 Women Who Care About
Livingston County
Theodore J. Forstmann Charitable Trust
Galens Medical Society
Benard L. Maas Foundation
Mark-Lis Family Philanthropic Fund
Phi Kappa Tau
Gary Sakwa

\$2,500-\$9,999

Stephanie and Justin Amaimo
American Children's Cancer Foundation
Ann Arbor Rotary
Anonymous
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Robert and Roberta Armstrong
Jeff and Regan Backus
John Bailey
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Barbara Ball-McClure
Bennett's Beavers
The Stanley L. and Phyllis Berger
Family Foundation

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Dr. Jacob Bilhartz
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Buhr Foundation
Bui Family Foundation



Samuel T. Byron Jr. Charitable Foundation
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\$1,000-\$2,499

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Jason Zimmerman

\$250-\$999

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David and Liz Baas
Carlton and Patricia Bardel



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Up to \$249

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Lena and Samantha Brinkley
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**“You’re with kids
with other illnesses
like yours so you
can relate and you
can connect.”**

-Camper

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"Just seeing Nathan hug and say goodbye to all his new friends was awesome. He loved everything about North Star Reach."

-Camper Parent

\$250-\$999

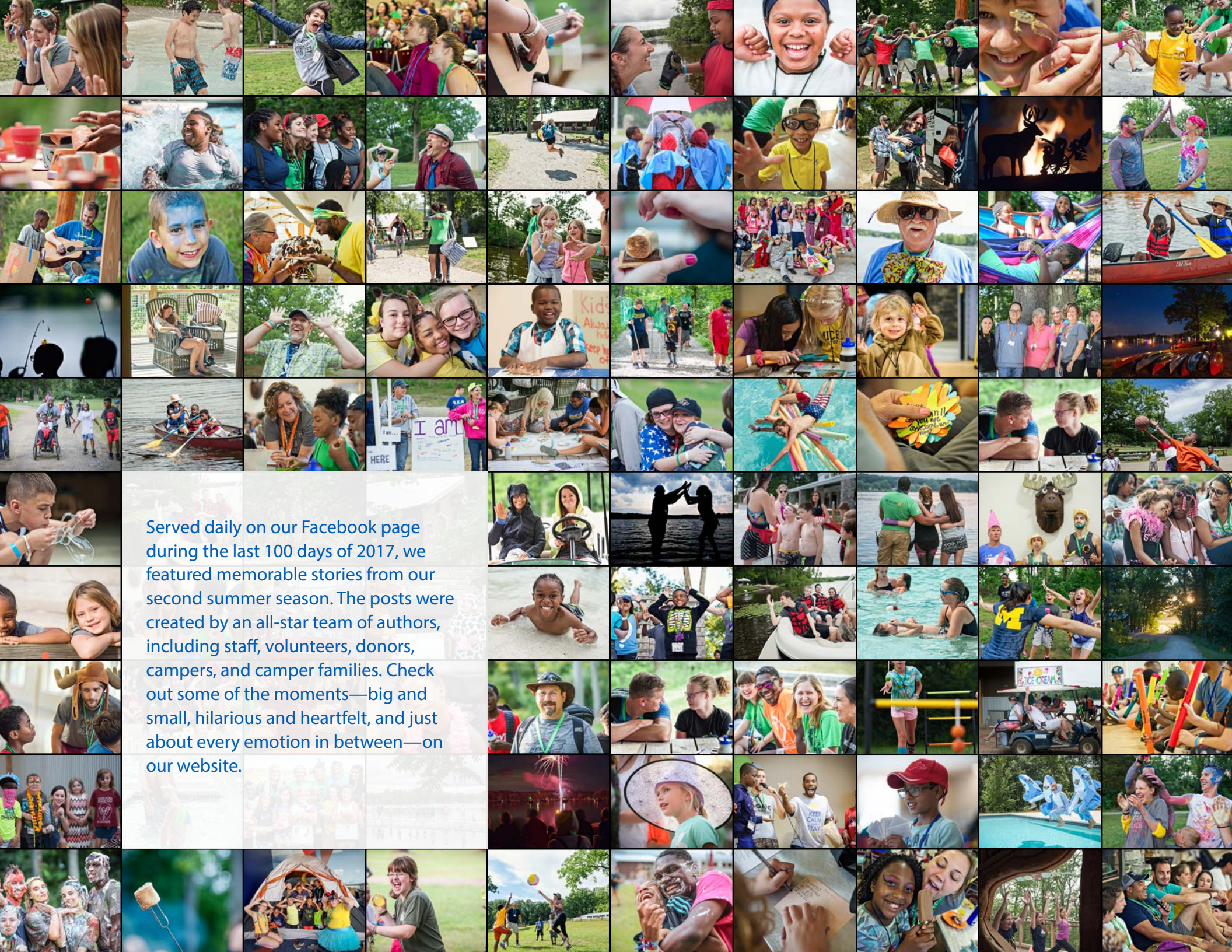
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Served daily on our Facebook page during the last 100 days of 2017, we featured memorable stories from our second summer season. The posts were created by an all-star team of authors, including staff, volunteers, donors, campers, and camper families. Check out some of the moments—big and small, hilarious and heartfelt, and just about every emotion in between—on our website.



North Star Reach
a serious fun camp

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1200 University Camp Drive
Pinckney, MI 48169

OFFICE

674 S. Wagner
Ann Arbor, MI 48103-9002
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North Star Reach

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