

# FRESH PERSPECTIVES







**The impact of a Fresh Air experience extends beyond summer. Youth learn new skills, develop new goals for the future and gain a *fresh perspective*.**

For over 145 years, The Fresh Air Fund has expanded opportunities for New York City children from underserved communities. Summer 2022 celebrated the return of The Fund's in-person camping and Friendly Towns programs and a continuation of several programs launched during the pandemic. Our six summer 2022 programs supported healthy childhood development, addressed summer learning loss and provided children with opportunities to strengthen social-emotional skills. Thanks to the commitment of our supporters and partners, New York City children and families experienced the joy of the outdoors and the fun of a Fresh Air summer.



# A Message from Our Chairman & CEO



As I look back on 2022, I am so proud of the return to our camping and Friendly Towns programs, while we continued several programs started during the pandemic, including our Summer Teen Academy, which was honored with the National Summer Learning Association's 2022 Summer Learning Award.

My time at summer camp was incredibly important in my growth and development. I learned so much about myself and about how to be a leader, which makes it meaningful for me to be involved with an organization that gives those same opportunities – like learning to swim, spending time in nature and making friends to New York City youth.

As we look forward to summer 2023, it is more important than ever that The Fund's programs reach more children living in underserved communities and provide opportunities for youth to develop confidence, make new friends, have fun and experience the joys of summer.

Thank you to our supporters, volunteers and community partners for your generosity and commitment to New York City children and families.

Sincerely,

A handwritten signature in black ink, appearing to read 'William Lauder'.

Chairman William Lauder

I joined The Fresh Air Fund a year ago and during that time have heard so many incredible stories about the impact of our programs. It has been an amazing year – and I cannot wait for my second Fresh Air summer!

In just a few short months, thousands of children from NYC's underserved communities will be boarding buses to our camps in New York's Mid-Hudson Valley or to visit volunteer host families through our Friendly Towns program.

As we look towards summer 2023 and beyond, we are continuing to build on our summer and year-round programs. The creation of youth, alumni and parent advisory boards is underway, and we are excited to welcome our new Director of Diversity, Equity, Inclusion and Belonging who is helping lead this critical work. We continue to reach additional youth through intentionally created new community partnerships. We are present to partner with the youth and families we serve.

I am grateful for our generous partners and supporters who have made our programs possible. On behalf of the children and families we serve, thank you so much for your commitment to The Fresh Air Fund.

My very best,

A handwritten signature in black ink, appearing to read 'Lisa Gitelson'.

Lisa Gitelson, Chief Executive Officer





# SLEEPAWAY CAMP

After a pause in programming during the pandemic, campers returned to The Fund's sleepaway camps in New York's Mid-Hudson Valley. The Fund operated four of our six camps: Camp ABC, Camp Hayden-Marks, Camp Mariah - the Career Awareness Camp, and Camp Junior, as well as the Teen Leadership and CIT programs.

Many campers, ages 8-15, were away from home for the first time in several years and it was critical to provide increased social emotional support. Youth connected with nature during outdoor activities including kayaking, fishing and hiking. Favorite activities included swimming, archery, visiting the camp model farm, arts & crafts and guitar lessons. Campers returned home with new confidence, new skills and new friends.

**88%**

Of parents / caregivers  
said their child learned  
important skills at Camp

**87%**

Of parents / caregivers  
said their child is more  
confident after  
attending Camp



"This was my first time at sleepaway camp! Before I came, I was nervous, but now that I'm here, it's so much fun. I can't wait to come back next year to make more memories and friends."

– Nathaniel, 11 , Camper



# FRIENDLY TOWNS



In 2022, volunteer host families and NYC children, ages 10-18, enjoyed heartfelt reunions after a two year pause in summer visits during the pandemic.

The Fund's legacy program, created in 1877, provides children with the opportunity to visit volunteer host families for one-to-two weeks over the summer in rural and suburban communities along the East Coast. Many children return for extended visits with the same host families year after year, creating lifelong connections and gaining new perspectives.

A visit to stay with a host family is a unique and fun opportunity for youth to travel to a new place and have fun experiences like riding bicycles, swimming, going to the beach and playing in the backyard.



**99%**

Of youth said they spent more time outdoors than usual during their visit to Friendly Towns

**91%**

Of NYC parents / caregivers said that their child was more open to trying new things after their visit to Friendly Towns



"Friendly Towns is exciting because I was able to try so many new things for the first time and do so many fun activities! My favorite part was going to the lake, hiking and learning about all the insects and birds that come out during the summer."

– Yamileth, 11



# SUMMER SPACES

At neighborhood-based safe and supervised play spaces children, ages 5-12, participated in activities including sports, arts & crafts and music. Thank you to community organizations, Bridge Builders, Harlem Grown, Mixteca, and 34th Avenue Open Street Coalition.

Partnerships with organizations including the American Ballet Theatre, United States Tennis Association, The ASCAP Foundation, BioBus, the Brooklyn and Queens Public Libraries and Street Lab, offered unique programming ranging from dance workshops to tennis lessons, music and environmental education.

Youth were active while playing outdoors, made new friends and discovered new talents, with support from counselors. Children shared that favorite memories were dance contests, creating kites, designing superhero capes, and competing in obstacle courses!

**92%**

Of youth felt that Summer Spaces helped them feel active and healthy

**89%**

Of youth felt that they got better at meeting people and making friends



"Making the capes is my favorite activity because I've never had one before! I also love learning about music and new instruments. The guitar is my favorite. Summer Spaces is fun, happy, and full of activities.

– Amos, 7





# SUMMER TEEN ACADEMY & YOUTH ENRICHMENT PROGRAMS



## TEEN ACADEMY

Teens, ages 13-17, participated in career exposure, job readiness training, internships and credentialing opportunities. All participants received stipends and completed professional development workshops. The program was honored with the National Summer Learning Association's 2022 Summer Learning Award.

## YOUTH ENRICHMENT PROGRAMS

The Girls Empowerment Series for young women featured guest speakers and focused on creating a safe space for participants to share goals with and support their peers. A summer highlight was the Tap into Sisterhood event, in partnership with the Chloe and Maud Foundation and the Steward Family Foundation, which was a celebration of dance and friendship.

The Circle of Brotherhood program is a mentoring group for young men that creates a supportive community for boys to deepen friendships and discuss views on healthy manhood and current events.



**88%**

Of teens said that they got better at working with a team after participating in the Summer Teen Academy

**91%**

Of teens felt more responsible after participating in Youth Enrichment Programs



"I've developed so many parts of myself, so many outlets I never imagined. I learned to trust myself, and I realized how much I have to offer."

– Effie, 19



# FAMILY WELLNESS

Families visited The Fund's camps in New York's Mid-Hudson Valley for three-day visits and enjoyed activities including boating, visiting the camp model farm, archery and fishing.

Surrounded by beautiful nature trails, lakes and fresh air, families connected with each other and enjoyed time in the outdoors. Each family was given a box of local produce to take home.

Families shared that trip highlights included making s'mores around a campfire, relaxing on picnic blankets and nature walks. The program offered families an opportunity to rejuvenate and create memories that will last a lifetime.



**97%**

Of families felt more connected as a family after their Family Wellness Trip

**93%**

Of families felt they had a greater desire to spend more time outdoors



"This has become our family bonding time, which we don't have much of during the year. The Fresh Air Fund has been lifesaving for us on so many levels"

- Phoenix Brooks







## DONORS & PARTNERS

The Fresh Air Fund is very grateful to our loyal and generous donors for support of our programs. Donors are recognized at [FreshAir.org/2022-Donors-Partners](https://FreshAir.org/2022-Donors-Partners) for gifts received from January 1, 2022, through December 31, 2022.

## LEGACIES & BEQUESTS

Donors who have chosen to include 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 are also gratefully acknowledged at [FreshAir.org/2022-Donors-Partners](https://FreshAir.org/2022-Donors-Partners).

Visit [FreshAir.org](https://FreshAir.org) to learn about more options for planned gifts.

Visit [FreshAir.org/Annual-Reports-Financials](https://FreshAir.org/Annual-Reports-Financials) to view The Fund's Audited financials for Fiscal Year 2022. 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](https://www.charitiesnys.com).





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*because a summer can last a lifetime™*